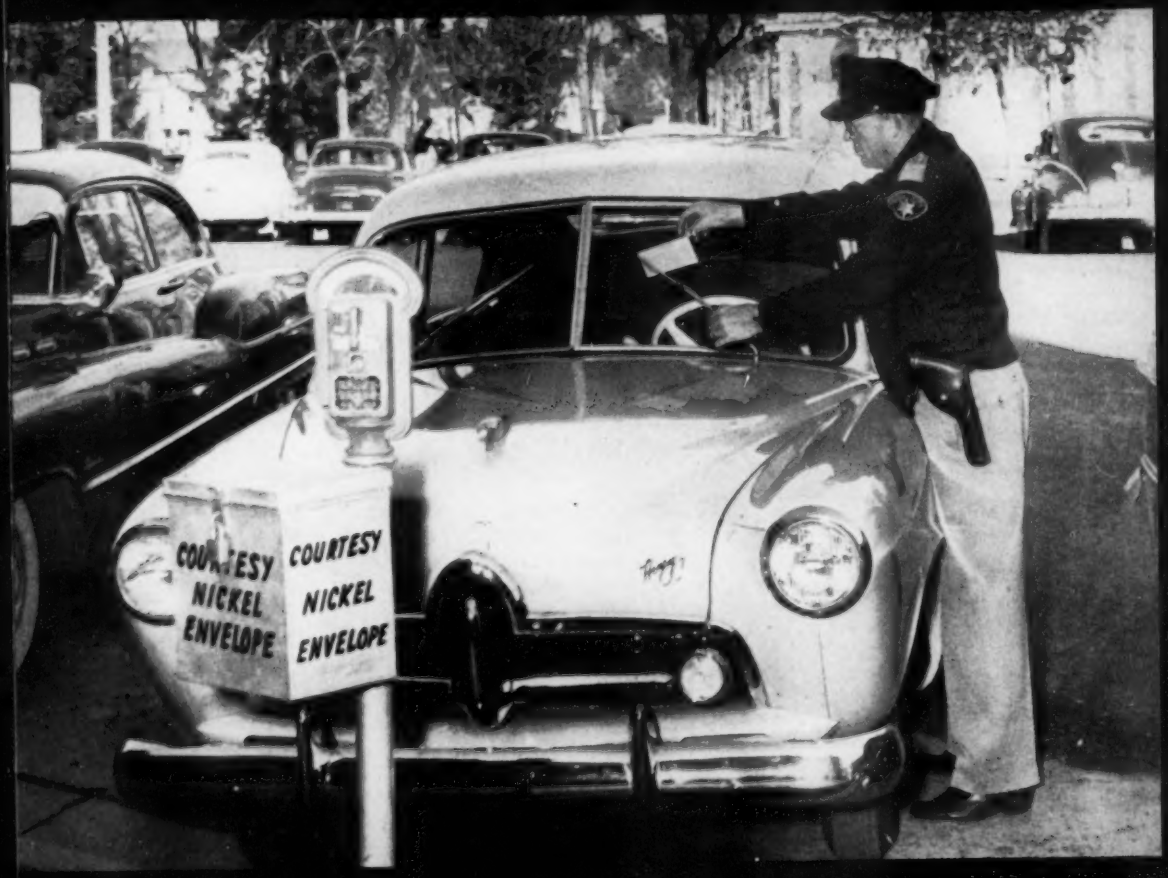
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and save on filtering costs, too!

Efficiency-minded dry cleaners have learned from experience that filter pressures stay low longer . . . solvents flow freely . . . when they filter with Hyflo*. Result: they lose less time closing down to clean filter screens or replace filter cloths.

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Madame Arlene Cleaners, Inc., Brooklyn, N. Y.

NEW YORK
Report No. 4727

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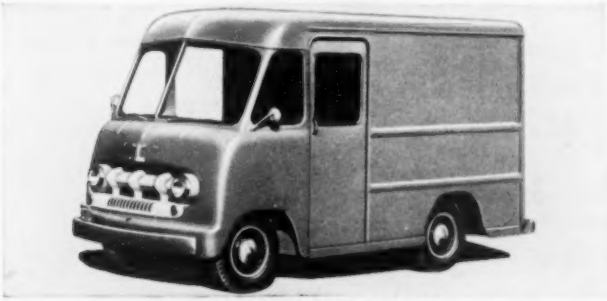

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Light Models ☐ **Extra Heavy Duty Models** ☐

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CONTENTS

NATIONAL CLEANER AND DYER

VOLUME FORTY-TWO JULY NINETEEN HUNDRED AND FIFTY-ONE NUMBER SEVEN

FEATURES

Doing Tricks With Stores ..... by William R. Palmer 38
Individual Incentives Work Better ..... by John J. Martin 40
How To Care for Packaged Boilers ..... by Joseph C. McQuay 46
Business Needs Vitamins, Too! 56
Country Routes Run $1,000 ..... by William R. Palmer 60
How To Blend a Fur Strip ..... by David G. Kaplan 66
Rug Lift ..... by William R. Palmer 68
Save Synthetic Solvent ..... by Robert S. Bower 72
Portable Curb Service ..... by Lou Bellew 80
Summer Calls for Solvent Coolers ..... by Charles H. Bokoske 106
Movie Work Is Different 110
Cleaner's Courage ..... by John J. Martin 116

DEPARTMENTS

Letters to the Editor 12
Signs of the Times 18
Business Builders 24
Gadgets and Gimmicks 30
Editorial 36
Twenty-five Years Ago ..... by Lou Bellew 54
Questions and Answers 76
Association Notes 82
N.I.C.D. News 84
Legal Decisions ..... by A. L. H. Street 114
News Notes in the Trade 121
People and Places 136
Obituaries 142
Meetings Scheduled 143
Classified Advertisements 144
Advertisers' Index 150

CONVENTIONS

Record Roundup at Billings ..... by William R. Palmer 90
Meeting at Daytona Beach 90
Public Relations Theme at San Francisco ..... by William R. Palmer 92
Oregon Cleaners' Fifth 94
Pacific Northwest Convention 96
Joint Meeting at Atlantic City ..... by James A. Barnes 96
Southerners Meet in Sunshine ..... by James A. Barnes 100
Three-State Meeting ..... by John J. Martin 100
Four-State Convention ..... by Lou Bellew 102
Carlson Heads Idaho Group ..... by William R. Palmer 105

Yellowstone

Being an editor has paid off! We got to go on that tour of Yellowstone National Park, one of the shrewdest bits of convention promotion that we have seen in many a year. Yeah, man!

The Idaho and the Montana-Northern Wyoming-Southern Alberta Associations made big plans last year for this year's conventions. To guarantee programs well filled with good speakers (ahem) they offered their speakers the bait of a trip through Yellowstone, starting the day after the Billings meeting and winding up the day before the Boise convention. Four days, with two of them in the Park. Little wonder certain speakers persuaded their bosses they just had to make those conventions.

Now most of the speakers probably would have come, anyway. But a circle was started that paid off. Cleaners who heard of the Yellowstone trip decided they must hear the program. Speakers inspired by the crowd enthusiasm put on the best performances of their lives. The Boise convention, starting in midweek, was a little slow getting under way, ended in a terrific crescendo. The week-end Billings meeting started in high gear and never slowed down for a minute. The association that had a registration of 15 several years ago counted well over 200 in attendance this time.

DELEGATES from Utah and Oregon joined Park tour to protect bears from the speakers

NICD PREXY Milholland (left) met many natives, including bison, moose, elk

For further details ask Tex Milholland, Paul Jacobsen, Bob Cowie, Bob Finch, Chris Christensen, Ken Thomas or Bill Palmer (Bill Boyd, being a new papa, scooted back home). Then just give them time, because they've got a lot to tell about those Western states up near the Canadian border.—W.R.P.

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of mixing 45 gallons
of pure solvent
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for each 54 gallons
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In effecting these 5 savings for us *you save $32.40 per drum for yourself* with no more inconvenience than the 6 minutes required for placing 9 gallons of Anolite in a 55-gallon drum and then mixing with 45 gallons of solvent.

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Prove it yourself. You'll find that there are over 50 heaping teaspoonfuls in every jar of *RSR*. Since only one heaping teaspoonful of *RSR* is the full amount required to every gallon of water . . . this means you get more than 50 gallons of digesting bath from every pound of *RSR*!

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LETTERS to the EDITOR

Pat on Our Backs

Dear Editor:

On June 11 we will open our new plant. While a small operation we have tried for an efficient layout with all new and adequate equipment to achieve top quality work. In choosing our equipment and materials the writer used the Guidebook Issue of your magazine which was available in the library at the National Institute of Cleaning and Dyeing.

Picked up several ideas from a current issue of THE NATIONAL CLEANER & DYER which will also be incorporated in the plant operation.

Just thought you would like to know about the assistance you have given us. We look forward to receiving new copies and will encourage our employees to also read the magazine.

KENNETH R. CORSON
Scituate Harbor, Mass. *Corson's Town Cleaners*

Always glad to hear that we've been useful. Bet it's a swell plant, too!—EDITOR.

Unlimited Liability!

Dear Editor:

With reference to your reporting on claims in New York in your May issue. The cleaner's situation is similar to that of our government in Korea. There is a lack of unity and policy on the objectives.

The cleaner's implied contract is expanded into an unlimited contract, unequalled in any other trade. There seems to be no definite standard except to take to the law in settling disagreements between the cleaner and the customer.

Most guarantees are written as limits of liability. I have written one that appears absurd and ridiculous but no more so than none at all. It is not remote from the sales approach of some cleaners. It is a sales wishbone type while I would prefer one with more backbone. An unregulated payment of any or all claims would do to some of our customers what social security does to some employees. A guarantee could establish a line even if many cleaners preferred to exceed the provisions. It is better to do more than you promise.

Cleaner's Guarantee

Be aware, by these presents, that in our efforts to secure all of the business and to eliminate competition, and also because satisfaction of any and all customers is necessary to that end, we offer the following Articles of Guarantee:

Article 1. *Guarantee of adjustment to customers:* We agree to stand for any claim or personal offense, because the customer is always right. It pleases us to receive unreasonable complaints, legal suits or blackmail threats. We will not employ anyone with sufficient personal dignity to resent an insult.

Article 2. *Guarantee of service:* There is no limit to our capacity for superior services and our mindreading ability enables us to anticipate your slightest wish. Just drop your clothes anywhere and we will find them. If we have them tomorrow we can deliver them yesterday.

Article 3. *Guarantee of quality:* It is ordained that any item of merchandise purchased by a customer, in the past or in the future, is absolutely perfect when received for our special processing. Positively no inspection or agreement is required. A customer could not possibly own a garment with a weak thread, loose or missing button, cigarette burn, moth hole, small tear or snag. We hasten to replace any such item immediately with a new garment. We expect to secure one that cost more than the original; at the same time we apologize for causing you the trouble of selecting something new. Age or use of the garment is no factor. In fact, if you will send in the buttons we will sew a new pair of pants on them that will match any part of your wardrobe, or all of it.

Article 4. *Guarantee of workmanship:* We guarantee any type of construction, bias cut or even a garment that is too large or too small. Along with out-of-style garments, they will all be satisfactory after our processing. Faded dyes, stained materials, along with cheap merchandise, will look most expensive after our treatments. Frail materials become as strong as steel but not so perishable. Should you feel the work is not quite to your expectations, just file a claim for a new garment.

Article 5. *Guarantee of products used in cleaning:* Not a drop of water will be used in any processing on our premises. We are *dry* cleaners and we will not deviate from that respected process which removes any spot from any substance. Spots before the eyes and even that dizzy feeling respond to our marvelous atomic methods.

Article 6. *Guarantee of resources:* If you feel that you really need money, even though you are not sure you have been a customer, just file a claim for a garment, one you hoped you might have owned, so we can have the pleasure of showing how we love to pay. If a smaller amount is needed, just make a claim for a belt that you lost, or that priceless button without which the garment is useless. Or you may make a claim for jewelry or items left in pockets. Anything will do for a claim just so that we can learn of your need. You can be sure that it is a much more pleasant way to obtain money than paying interest to an old bank.

We admit that these items of guarantee are limited in scope. We hope to increase your convenience and comfort by extending our guarantee to stalled plumbing, public services of all kinds including the government and taxes. Eventually we guarantee naturally curly hair for bald heads, prevention of hangovers and bets lost on races.

You will no longer need patience; just remind us of any displeasure and we will keep you perpetually happy. Don't make a habit of suicide; just shoot us when you feel that way.

Don't go elsewhere and be cheated—trade here. We not only guarantee our own advertising but any advertising and also the unadvertised that may be just your opinion.

It is our idea to eliminate the word "no" from our vocabulary. Try our service.

Eager Beaver Cleaners

Leaders of the industry can approve a guarantee and other items that might regulate to some degree the unlimited implied contract. It could be written positively so as to please those with an aversion to negative statements that hurt sales, they believe. It would naturally be well to stay within the laws that apply to workmanship. Our interests could be fostered by such a document, not to mention our reputations.

No one should complain about the NICD efforts at consumer education. Their efforts are those of a third party in a contract that exists between two parties, the cleaner and the customer. No one can assume the responsibilities of the cleaner in making his contracts under the law except himself. Even if it is difficult it is necessary, reasonable and desirable to control the contract.

Legislation might help but it would probably be against us and for the articulate complaints. I want you to believe that all cleaners are not bad any more than are all customers. Likewise, I do not believe that many are perfect.

FLOYD N. AVERY
Princeton, Illinois *Avery the Cleaner*

YOU ARE LOOKING

at the most important advancement in finishing methods in the history of the cleaning industry

See it Demonstrated . . . Consult your Jobber or Write Direct

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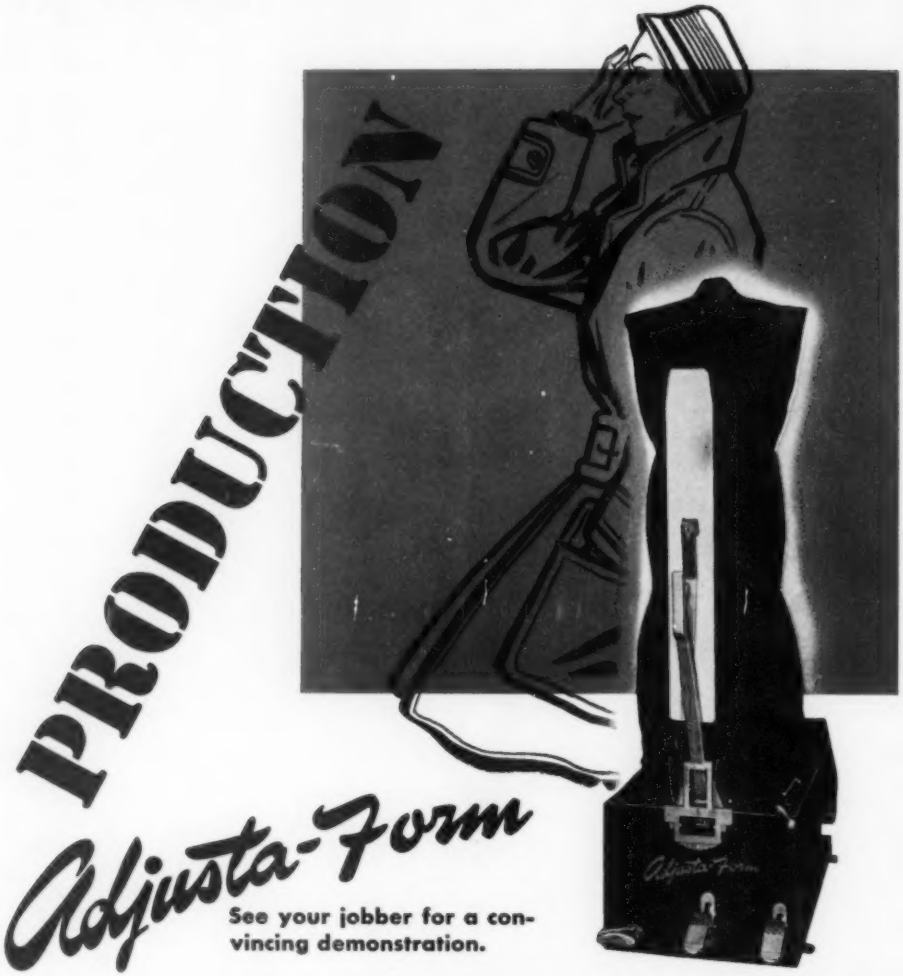

See your jobber for a convincing demonstration.

Fine gabardines, smartly tailored woolens and other *hard to finish* garments slow up production in the finishing room. Today, more than ever, increased production is essential to meet rising costs.

The Adjusta-Form method of steam-air finishing offers increased production with an extra PLUS in quality.

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YOUR CUSTOMERS are being TOLD and SOLD

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The complete story will be sent you by dropping us a postal card.

More exclusive features . . . practical purchase budget plan . . . finer cleaning in less time . . . that's the short side of a long and profitable story on the New '52 SEC. Make sure you get all the facts. Just drop us a postal card. There is absolutely no obligation. You owe it to the success of your business and profits.

For Over 15 Years Producers Of The Finest In Synthetic Cleaning Systems.

SEC CLEANING SYSTEMS

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A General Precision Equipment Corporation Subsidiary

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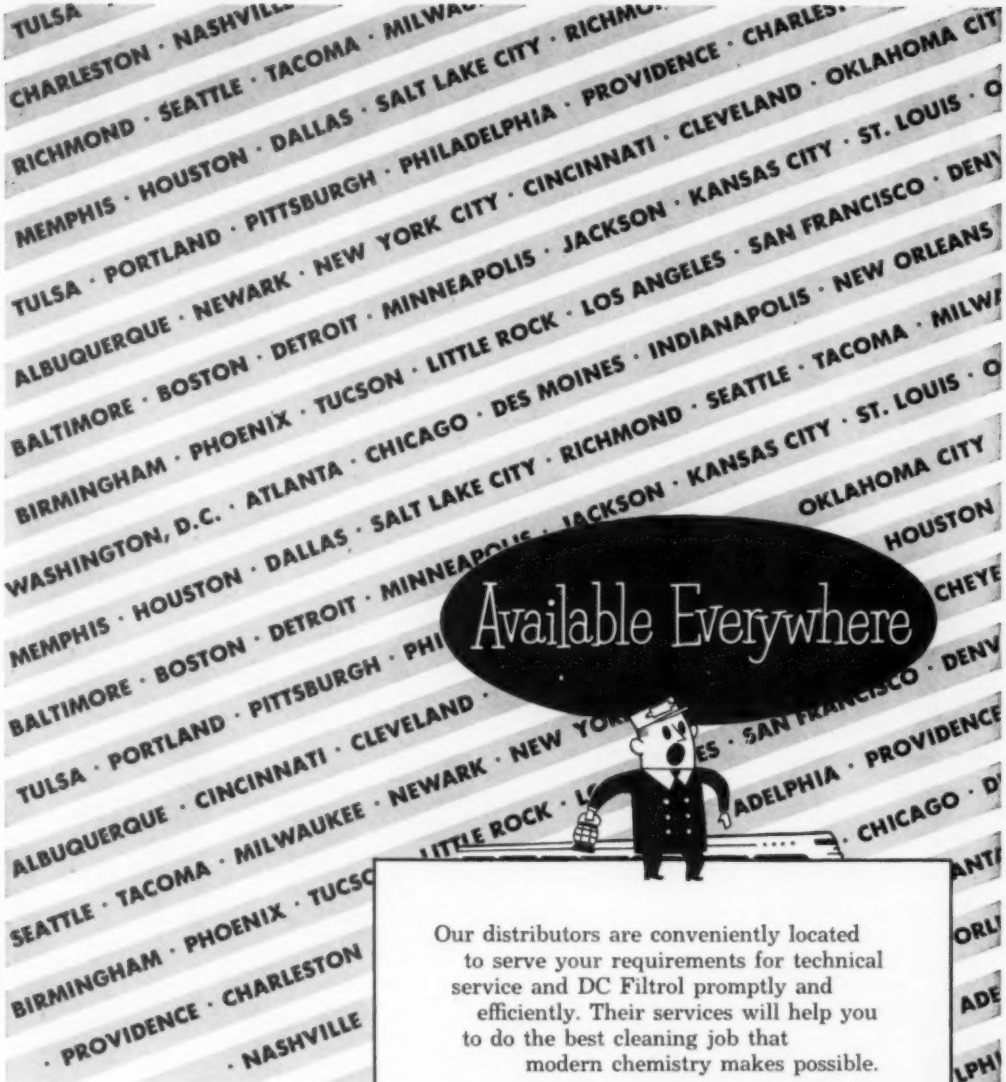

Our distributors are conveniently located to serve your requirements for technical service and DC Filtrol promptly and efficiently. Their services will help you to do the best cleaning job that modern chemistry makes possible.

DC FILTROL

Ask your distributor for DC Filtrol—the all-purpose filter powder—it will be your start toward greater profits and better operations.

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Plants: Vernon, California; Salt Lake City, Utah; Jackson, Mississippi

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THE ORIGINAL AND GENUINE

ARROW SPONGE PAD*

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Patent No. 2482412

Don't just pity the poor Arabian who lifts the veil, and finds he didn't get what he bargained for. Instead, take a lesson from him. Before you buy sponge pads, know what you're getting. Your best bet is to look for the Arrow Trademark. It means the time tested, 20,000-satisfied-customer pad that gives instant passage of steam and vacuum and better results on any garment.

ARROW MANUFACTURING COMPANY

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DEFENSE DATA

Ceiling Prices for Services: Ceiling Price Regulation 34 for services, including drycleaning and laundering, on the whole extends the general ceiling price regulation, with details tailored to the service industries. The base period of December 19, 1950, to January 25, 1951, is retained. Since the ceiling prices were to be filed by June 16, it would be pointless at this time to take up here all the details of preparing statements.

However, some provisions of the regulation may come up for future consideration by the individual drycleaner, such as establishment of ceilings by *new sellers* or on *new services*. In such cases the ceiling price is the same as that of your closest competitor for the same service to a purchaser of the same (price) class. Within 10 days after determining the ceiling price under this provision you must report it in writing to your OPS district office, explaining how the price was computed. Any change in ceiling prices must also be reported within 10 days.

If in the base period you had a price increase for a service in effect but supplied the same service to some purchaser at a lower price on a *long-term contract*, at the expiration of the contract you may apply the increased price.

If you *discontinue* a service offered in the base period or since, and sell or offer a higher priced service which will achieve the same general purposes as the discontinued service, you are violating the regulation, unless you meet one or more of the following conditions: inability to get required equipment or supplies; conflict with a government order; discontinuance to enable the seller to maintain other services more essential to the community; availability of the service by other suppliers at prices not exceeding the ceiling price of the discontinued service.

In order to discontinue a service, you must get permission from OPS. If your request is not denied within 30 days, you may discontinue the service.

If, after May 16, 1951, you *acquire* a previously established business and carry it on separately from any establishment you previously operated, your ceiling prices are the same as those to which the original owner would have been subject. If you sell services at retail and *move* out of your trading area after May 16, 1951, you must apply to OPS for establishment of ceiling prices. If you close a unit and open another in the same trading area, you keep the same ceiling prices.

If a *new tax* or tax increase is imposed on a service covered by the regulation and the tax law does not forbid you to pass it on to your customers, you may add the tax to your ceiling price provided you state it separately.

No additional charges may be made for expediting, packaging or other incidentals of a service unless it was your practice during the base period. Also, you cannot, without authority from OPS, require a *deposit* for any reason or make an extra charge for *insurance* (nor increase such charges) unless you did so during the base period.

Adjustments of ceiling prices may be made by OPS if you can prove substantial financial hardship. Adjustments will not be made if they will increase your ceiling prices above the levels necessary to permit you to continue the sale of your services, or if they will create or tend to create a need for price increases by other sellers.

In judging whether or not a ceiling subjects you to substantial financial hardship, the OPS will take into account the nature of your business, its earnings and the earnings of your industry as a whole. As labor is the most important cost factor in the service trades, direct wage increases or short labor supply in your field will be considered to create financial hardship. However, a price increase may be denied in whole or in part if your hardship is due to such causes as decline in sales because of reduced demand, general manpower shortage or shortage of essential supplies.

Even though a particular service or type of service is not profitable, OPS may deny an adjustment if your business is profitable as a whole.

Of course, OPS points out, the order does not keep you from charging less than your ceiling prices at any time. OPS also points out that while ceilings are now set up for individual places of business, if you supply service through more than one, it may establish uniform prices for all units.

The order also states that the filing provisions, in addition to permitting effective enforcement, will be a source for price data which may be used to develop individual regulations for particular service trades.

Relaxation on MRO Purchases: Because prices of maintenance, repair and operating supplies have increased since the base period, the NPA has liberalized Regulation 4 which provides for use of the DO-97 rating for buying those items and making minor capital additions.

The first important change is that the 1951 quota for MRO purchases under a DO-97 rating is now 120 percent, instead of the previous 100 percent, of dollar purchases during the base period.

Also, if you use the DO-97 rating to get 20 percent or less of your quarterly MRO quota, you can now buy an unlimited MRO total without use of the rating (but not more than a 60-day normal supply). Before the order was amended, a firm that used the DO-97 rating at all was limited to a total of 100 percent, rated or unrated, of its quota. Under the amendment you can use the rating for buying scarce items and still make increased purchases of other supplies on the open market.

To prevent overuse of the DO-97 rating for capital additions at the expense of MRO use, the NPA has limited capital additions to 10 percent of the quarterly quota or to $750, whichever is higher.

Companies which operate more than one plant may now choose whether to establish quotas for each plant individually or for the entire organization. Previously, quotas were on a single-plant basis only.

The base period has now been changed so that if you figure your quarterly quota on a fiscal-year basis, instead of the calendar year 1950, you may choose the fiscal year ending before March 1, 1951, instead of December 31, 1950.

If you choose the calendar year as a basis, compute

A NEW PLATE

makes your old press finish like a new one!

© 1951

Make sure it's a DAVIS Plate

–only Davis can give you Fabric-Renewing Pressing

A press is only as good as its plate. Replace worn-out plates now with brand new Davis fabric-renewing plates. It's the one sure way to keep your presses performing like new, at the finishing end. Davis Plates are made of bright, long-lasting aluminum . . . they get hot lightning fast, retain the heat to speed every pressing and drying operation. Because aluminum doesn't stain or get dirty, it can't soil light-colored fabrics. Because Davis Plates (utility-press size) have 300,000 perforations, they steam and press faster; steam spreads evenly over the entire pressing surface. The cushion of steam between the plate and the garment prevents shine and impressions. Davis Plates press any fabric, rejuvenate all fabrics, pay for themselves quickly in increased production alone. Don't wait—assure yourself of an adequate supply of Davis Press Plates now!

Hoffman XC05, 07, Pantex 45, N.Y. 42 and other 36" to 46" models. $14.85
Mushroom models . . $11.00 47" to 54" models 19.25

Buy an Extra Davis Plate now—while it's available

ORDER FROM YOUR SUPPLIER TODAY

Davis SPECIALTIES, INC.

MANUFACTURERS • CHICAGO 24

Now is the time to buy HOSE too!

DAVIS Uniflex Leak-prufd Hose assures continued performance of your presses

The best guarantee of uninterrupted operation of your presses is a set of Davis Uniflex Hose. Ordinary hose is brazed or welded and eventually springs a leak. Davis Hose has a patented leak-prufd fitting with mirror-smooth surface that permits an absolutely perfect seal—no leakage—no costly shut-down of a press. The floating flange allows quick attaching of hose and eliminates any twist when final assembly is completed. Play safe—buy a set for every press.

Made in all sizes for all models of cleaning and laundry presses

When writing to advertisers please mention The NATIONAL CLEANER & DYER

from your books the total amount of money you spent in 1950 for MRO supplies, take 120 percent of the total, and divide by four for your quarterly quota. If it will be more to your advantage to use a seasonal basis, figure the amount of money spent for MRO for each quarter, and your quota for the corresponding quarter is 120 percent of that amount. Once you have decided which basis to use, you cannot change without written permission of NPA.

It is not necessary to file these figures with NPA but your records must be kept for the life of the regulation and two years afterward, and must always be available for inspection.

Trichlorethylene Supply: A program to conserve the short supply of trichlorethylene is based on the extensive use of that solvent in metal-degreasing operations. Under the program, manufacturers of degreasing equipment will help users to obtain maximum efficiency from use of the degreasers, thus reducing solvent consumption. Manufacturers of trichlorethylene will reclaim it from use-contaminated solvent shipped back to them by the users.

Trichlorethylene is not under allocation and need not be if the conservation program is effective, according to NPA.

Construction Order Modified: An amendment to construction order M-4 permits alterations, additions, improvement or modernization without NPA authority if the total use of steel does not exceed 25 tons.

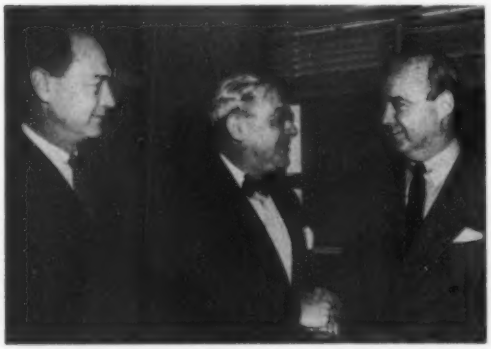
The amendment also exempts from restrictions of Order M-4 the construction of industrial plants, facilities or factories for which a Certificate of Necessity has been issued.

# #

Chemical Executives with NPA: Three executives of chemical companies are now on leave of absence to fill posts with the National Production Authority.

Thomas S. Nichols, president and chairman of the board of directors of Mathieson Chemical Corporation, is deputy administrator of NPA. During 1941-45 Mr. Nichols served in the War Production Board, as special consultant to the director of the chemical division, and with the Department of State as a member of the Harriman mission to London.

Francis J. Curtis, named assistant administrator to head NPA's Chemical, Rubber and Forest Products Bureau, is on leave as vice president and director of the Monsanto Chemical Company.



CHEMICAL EXECUTIVES IN NPA, left to right: Kenneth H. Klipstein, Francis J. Curtis and Thomas S. Nichols

Director of the Chemical Division of NPA is Kenneth H. Klipstein, on leave from his post as assistant general manager and head of the technical department of the Calco Chemical Division, American Cyanamid Company.

# #

Cleaner Sponsors Tennis Tournament: For the past four years Robert O. Hutchins, owner of Robert O. Hutchins Cleaners and Dyers of Fillmore, California, has sponsored the "Hutchins Tennis Tournament" for amateurs under 18. This year he also sponsored a junior high school tournament.

WINNERS IN TENNIS TOURNAMENT sponsored by drycleaner Robert O. Hutchins (far left, in authentic frontier-era whiskers). Girls in cowgirl outfits are (left to right) Miss Virginia Somers, queen of annual Fillmore Frontier Festival, "Princesses" Barbara Bliss and Naomi Logan

The finals in the tournament are held each year during the annual Fillmore Frontier Festival. This year Mr. Hutchins was also chairman of the committee for choosing a festival queen.

Mr. Hutchins, who has been in the cleaning business in Fillmore for over six years, is also active in industry association affairs. He is a director of the California Drycleaners Association and secretary of the Ventura County Cleaners Association.

# #

Drycleaning Volume Parallels Retail: The latest figures on comparative volume issued by the National Institute show that drycleaning dollar volume in March 1951 was 14.45 percent over that of March 1950. Volume in April 1951 was 5.07 percent higher than in April 1950, an increase over the previous year but a drop from the previous month.

The drycleaning volume trend closely follows the national retail trade volume, which the U. S. Department of Commerce reported was 13.5 percent higher this March than last, with a drop this April to 4 percent above the April 1950 level.

# #

Georgia Sales Tax Exemptions: The Georgia Launderers and Cleaners Association has announced the results of a conference with the administrator of the state's sales and use tax, which became effective April 1. Packaging materials used in the cleaning and laundry industry are exempt from the sales and use tax. Exempted items include paper, twine, tape, drycleaning bags, hangers, shirt boards, shells and bands, collar supports, pants guards, tissues, shields, boxes, plastic and cedar bags and cellophane wrapping.

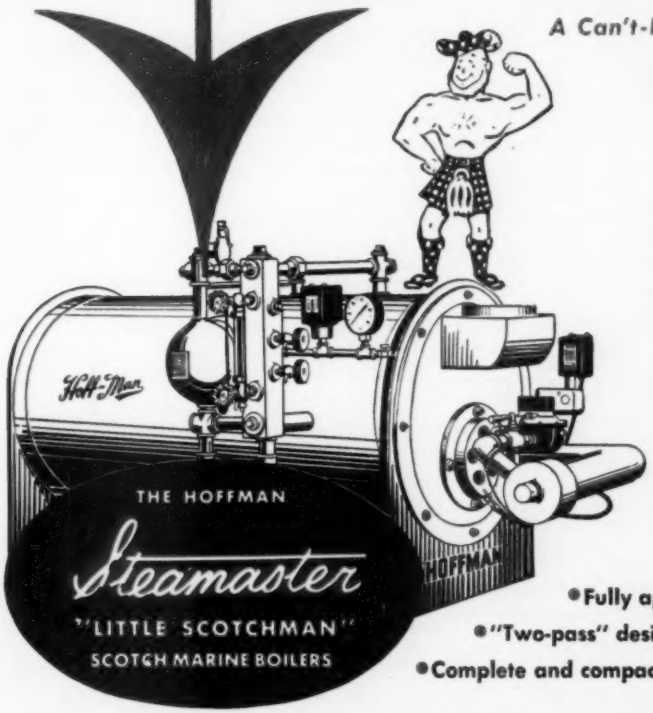
In making purchases of these items, drycleaners must fill in an exemption certificate, available from the Sales Tax Division, 157 Forsyth St., S.W., Atlanta, Ga.

(Continued on page 88)

YOUR BEST BUY IN BOILERS

HOFFMAN
Custom-Fitted
BOILER SERVICE

1. Analyzes Your Steam Requirements Exactly
2. Prescribes the Right-Size Boiler For Your Needs



A Can't-Be Copied Exclusive that

MEANS MONEY IN YOUR POCKET

Who's better qualified to know the steam you need now and for the future? The man who knows your equipment—your Hoffman representative. His study of your operation means a recommendation for a boiler size just right to your needs. No over- or under-capacity. No wasted investment. Ask him for this guidance and for the full details on the thrifty performance of the Hoffman "Steamaster" Little Scotchman model for your needs.

- **Eight sizes, from 3 to 50 h.p.**
- **Fully approved—no lagging or brickwork.**
- **"Two-pass" design saves fuel—lengthens tube life.**
- **Complete and compact — for gas or oil-fuel installation.**

TOPS IN VALUE ...SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Simplify and SAVE

with

WASHEX

the *PROVEN* COMBINATION WASHER-EXTRACTOR

Washex simplifies the cleaning process by doing the work of *two* machines—it both washes and extracts! Scores of Washex combination washer-extractors are now in use from coast to coast, saving time, labor and money for their owners.

SAVES LABOR

Two operations by the same machine reduces manual handling and cuts labor costs. Many owners report savings of *more than 50%!*

SAVES SOLVENT

Tests show that Washex extracts better than conventional equipment. Handling only dry garments eliminates spillage.

SAVES SPACE

Washex requires less floor space for the same productive capacity than conventional equipment. Many owners avoid new building costs by adding Washex to their present capacity or by converting entirely to Washex.

...and Saves Money!

THERE'S A WASHEX FOR EVERY SIZE PLANT WRITE DEPT. NC FOR FREE WASHEX BOOKLET

FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORP.

192 Banker Street Brooklyn 22, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ANSWERS . . .

to Questions on Dry Cleaning

. . . that may solve a problem for you

?: How many pounds of garments should I be able to clean with one 700-lb. drum of "Perclene" perchlorethylene?

A: Experience in the field indicates that modern recovery-type synthetic units, properly operated, will clean about 7,000 pounds of garments per drum of solvent. However, some machines, if carefully operated and maintained in good condition, will clean up to about 8,500 pounds of garments per drum of solvent, and even higher production figures have been attained by some cleaners.

Of course, some solvent is lost if the clean-out of the still is not properly carried out, but the major causes of solvent loss are: first, improper filter operation; and second, failure to keep the machine in good mechanical condition for the recovery drying operation. It is good practice to follow carefully the directions supplied with the machine so that all operations may be carried out with the greatest efficiency.

?: What is the best way to clarify perchlorethylene?

A: Distillation is the best and most effective single way to remove all the foreign matter that the solvent has picked up from the garments during cleaning. Since perchlorethylene is a chemical compound, it has a definite boiling point and will distill over through a narrow temperature range. In distillation, the high-boiling materials, such as oils, greases, and fats, remain in the still with the insoluble soil and can be removed in the still residue.

However, to redistill all of your solvent would involve considerable expense because of the amount of steam and condensing water required. Therefore, we believe that filtration should also be used. All insoluble soil can be removed by filtration and, if activated filter powders are used, virtually all of the unstable and odorous fatty acids and other materials can also be removed.

Furthermore, filtration of the cleaning fluid will remove insoluble soil more completely than will dumping the first load of fluid and following with one or two rinses of equal volume. Filtration for a reasonable length of time will remove all the insoluble soil, and, therefore, redeposition of soil and graying of colors should not occur.

The questions on this page are typical of those asked by cleaners in their letters to the Du Pont Dry Cleaning Service. Because the answers to these questions may prove helpful to you, they are printed here for your information.

For assistance on your specific problems, write directly to: Du Pont Dry Cleaning Service, Electrochemicals Dept., E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

A filter will not remove lubricating oil from dry cleaning fluid. Thus, if the amount of oil added with the soiled garments is excessive, it may cause streaks, particularly in light-colored garments and certain types of weaves. Although many machines operate satisfactorily without the use of a still, we believe that a still is an important accessory as an insurance measure, if nothing else.

?: Although I clean out my fully automatic machine at the end of every week, it seems to me that the garments do not dry properly towards the end of the week. Furthermore, the filter seems to build up pressure very rapidly on Thursday and Friday. Is this unusual? Is my operation at fault?

A: Unfortunately, your experience is not rare. It is probably due to the fact that late in the week your lint screens become plugged, interfering with the free flow of air during the recovery drying cycle. When this happens, the usual drying time is not long enough to dry the garments thoroughly because of the slow circulation of the air. This can also result in considerable solvent loss.

Build-up of filter pressure usually indicates either failure to add proper amounts of filter powder with each load of garments or that "contaminating" material (such as unsuitable soaps which tend to plug the filter cake) is entering the system. We suggest that you follow carefully the manufacturer's instructions, particularly with reference to keeping the machine free from lint and proper operation of the filter.

?: My perchlorethylene machine is equipped with a filter and a still. However, I don't use the still very much because it seems to me that I lose considerable fluid when I clean out the still. Is this correct? Occasionally I have streaks and swirls show on light-colored garments, and sometimes there is an objectionable odor on the garments.

A: If the still is operated properly, very little solvent will be lost in the still residue. The solvent loss per pound of cleaning is usually less when a still is used exclusively than when a filter is used exclusively. More frequent use of your still will probably eliminate the swirls and streaks you mention since distillation removes oils which are soluble in the solvent and, thus, are not easily removed by filtration. The odor you mention can be prevented by proper operation of the filter, using recommended amounts of activated filter powder to react with or absorb impurities.

?: I have had a sneaking idea all along that every time I clean a suit of clothes with perchlorethylene, I am killing all moth larvae and possibly doing a good mothproofing job. What do you think?

A: It is probably true that the moth larvae are killed by the washing process, but it is not certain that all the eggs are. We understand, from tests carried out by various agencies, that perchlorethylene kills adult lice instantly. The eggs may not be destroyed by the solvent, but the high temperatures of the recovery drying operation probably finish the job. We have no tests to prove the same is true of moths, but the cases seem to be parallel. However, no claims can be made for "mothproofing." Cleaning may destroy the moths, but it won't protect clothes from future attack, as the term "mothproofing" implies.

DU PONT "PERCLENE"

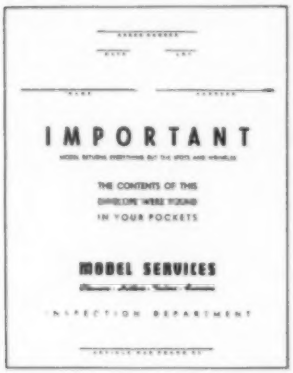
PERCHLORETHYLENE SOLVENT

DU PONT

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Envelope for Pocket Contents

One of the last services to return after the war was a scrupulous effort to return to customers everything found in the pockets of garments sent in to be cleaned. That is, except for certain items that might be embarrassing if delivered to the wrong person!



POCKET-CONTENTS ENVELOPE used by Model Services is blue-printed; actual size 5½ by 8¼ inches

The envelope illustrated on this page is used by Model Services of Harrisburg, Pennsylvania. The reader will note that considerable care is taken to identify the clothes from which the article was taken as well as the person who found the item. Model Services returns even pieces of paper with meaningless scribbles because to the owner they might have important significance.

Cleaning Follows Reweaving

MANAGER LUTZ is happy over drycleaning volume brought in by reweaving

A sideline that carries a good profit, particularly when it brings in a lot of new drycleaning volume, is worth considerable promotion, according to Jack Lutz, manager of Art's Cleaners, Boulder, Colorado. Reweaving has proved to be such a sideline at Art's.

Cards on reweaving, with "before and after" samples, were placed in all men's clothing stores and in dress shops. These cards were used in a frame which carried the name of Art's Cleaners across the top. Similar signs were used at the plant, store and agencies. For $2 per spot, radio announcements were used four times a week, but no newspaper advertising.

With this promotion, Art's is averaging 50 reweaving jobs per week. The work is done at the plant and the average small job runs to $3.50.

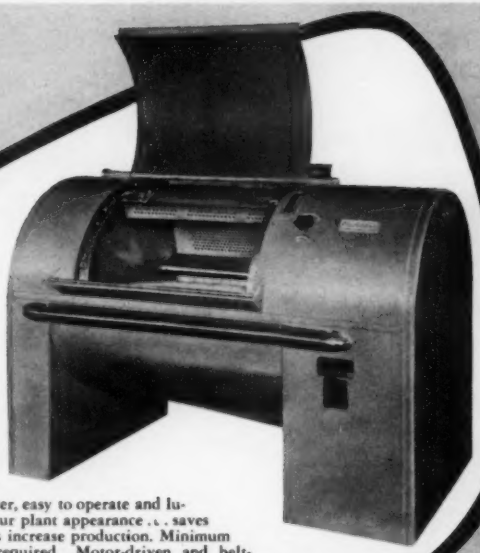
"Advertising this special service brings us a strong volume of new drycleaning accounts," Jack Lutz said. "Customers who are satisfied with our mending work start bringing in their drycleaning. Then we find that a store which advertises our mending service also advertises our cleaning—mainly because the reweaving is done at our plant."

Cartoon Ads Wow 'Em

When you can use cartoon ads with characters who make readers say, "That's just like so-and-so," your ad copy is ringing the bell. That's the report of B. G. Brown, owner of Brown's Cleaners, Aberdeen, Washington. Mr. Brown has tried just about every sort of ad copy, he says, but is getting ten times the reported reader interest from a cartoon ad than he has had from any other kind.

The ads are run in a 1-column, 6-inch space. The top third of the space is used for the cartoon, which always shows a "well known" neighborhood character: the busybody, the neighborhood brat, the retired guy who knows all the answers, etc.

"People love 'em," Mr. Brown says. "They tell us so all the time, and we notice when we run a special on some class of work and mention it in our cartoon ad, we get the work."



TROY electroclene washers

A streamlined labor-saver, easy to operate and lubricate. Improves your plant appearance . . . saves solvent . . . helps increase production. Minimum maintenance required. Motor-driven and belt-driven models. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

Save Labor... Save Solvent with TROY

"BUSINESS BUILDERS"

Look ahead! With manpower getting scarcer, NOW is the time to install labor-saving Troy drycleaning equipment.

TROY-OLSON super-flow filters

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

super-flow stills

(not illustrated)

Sturdily constructed for long service. Heater and pre-heater coils are removable for easy inspection and cleaning.

ATLAS drycleaning extractors

Help you turn out better quality drycleaning and recover more solvent. Patented "Center-slung" design handles larger unbalanced loads safely. "V" belt motor-driven, 40" and 48" diameters.

SEND FOR FREE TROY BULLETINS

on all Troy drycleaning equipment, including Troy-Mercury Petroleum Units, Troy-Vic Synthetic Units, Garment Presses. Complete with illustrations and operating details.

TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.

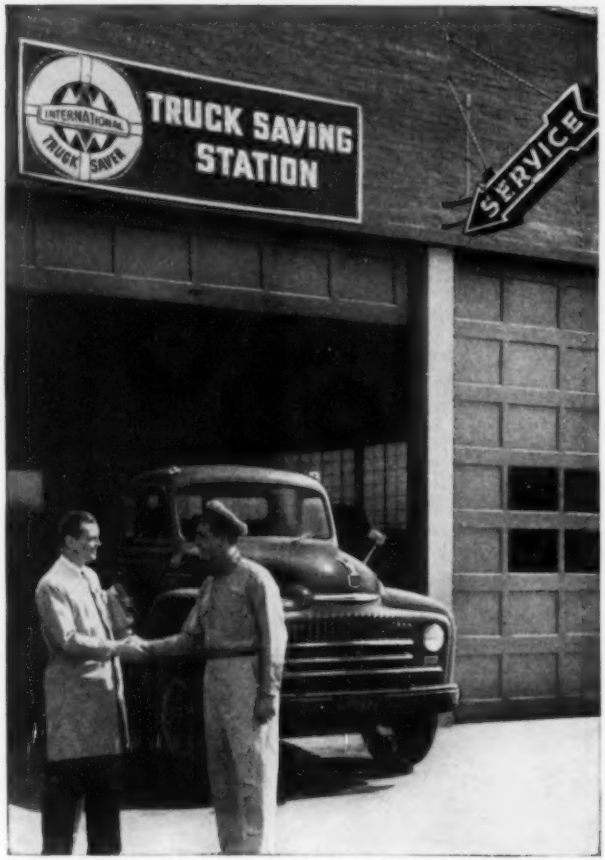
EAST MOLINE, ILLINOIS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Now—Free TRUCK SAVER *Inspection*

First step of a complete* TRUCK SAVER *plan

- **Available to all International Truck owners**
- **No cost, no obligation for a 99-point checkup**
- **For a limited 3-month period ending September 30**



How easily you can keep your Internationals operating at peak efficiency in an uncertain future may depend on what you do within the next 90 days.

If you take advantage of our Truck Saver Inspection, you'll be taking the first step toward putting your Internationals in shape for the "come what may" days ahead.

Since this inspection doesn't cost you a penny, you have everything to gain—nothing to lose. You can save dollars now and perhaps many more before the end of 1951.

So get ready now to keep your trucks on the job despite shortages. The sooner you get your free Truck Saver Inspection, the sooner you see practical reasons why you should take advantage of our complete International Truck Saver Plan.

Look what the complete International Truck Saver Plan offers

The complete International Truck Saver Plan has been developed by experts, after a thorough study of today's truck operating problems. It offers these benefits to International Truck operators:

1. Better performance over a longer truck life: trucks are kept in shape to do the most efficient job possible until they can be replaced by new units.

2. Delays minimized in getting new parts: by anticipating future requirements, the demand for needed parts can be accurately estimated.

3. Maintenance costs cut, down time reduced: by preventing major breakdowns, a big saving is effected in both time and money.

4. Truck value maintained: trucks kept in the best possible condition are worth more when it's time for replacement.

Take advantage of the International Truck Saver Plan now

If you want to save yourself trouble and money in the months ahead, you belong in the International Truck Saver Plan.

Get your free Truck Saver Inspection—find out from your International Truck Dealer or Branch how the plan can help *you* keep your Internationals going at peak efficiency.

International Harvester Builds
McCormick Farm Equipment and Farmall
Tractors . . . Motor Trucks
Industrial Power . . . Refrigerators and Freezers

International Harvester Company • Chicago

INTERNATIONAL TRUCKS

Heavy-duty engineered for the long haul

When writing to advertisers please mention The NATIONAL CLEANER & DYER

"USE NEW C-50 AND SAVE TIME, EFFORT, MONEY IN YOUR CLEANING ROOM"

PACKAGED IN GALLON JUGS . . . NO DRUMS TO TAKE UP VALUABLE SPACE

SOLVES YOUR STORAGE PROBLEM

CONCENTRATED DRY CLEANING SOAP by NU-PRO

C-50 HAS THESE 7 DISTINCT SUPERIORITIES

1. C-50 is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps
2. C-50 will pick up 25 TIMES its own weight of water and still disperse in the solvent
3. C-50 can be used with Stoddard Solvent or 140F and chlorinated solvents
4. C-50 solves your storage problems
5. C-50 is non-inflammable
6. C-50 is more economical
7. C-50 is 40% less costly

SO EFFICIENT . . . SO ECONOMICAL TO USE!

NU-PRO MANUFACTURING CO.
2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

ORDER TODAY AND BILL THROUGH YOUR NU-PRO JOBBER

When writing to advertisers please mention The NATIONAL CLEANER & DYER

MAXIMUM PRODUCTION WITH

For Laundryowners or Executives facing these problems:

1. SHORTAGE of MANPOWER!
2. HIGH COST of LABOR!
3. PRICES TOO HIGH!
4. PROFITS TOO LOW!
5. WORK PILING UP!

THE OUTSTANDING LAUNDRY PUBLICATION OF THE YEAR

in the annual

GUIDEBOOK

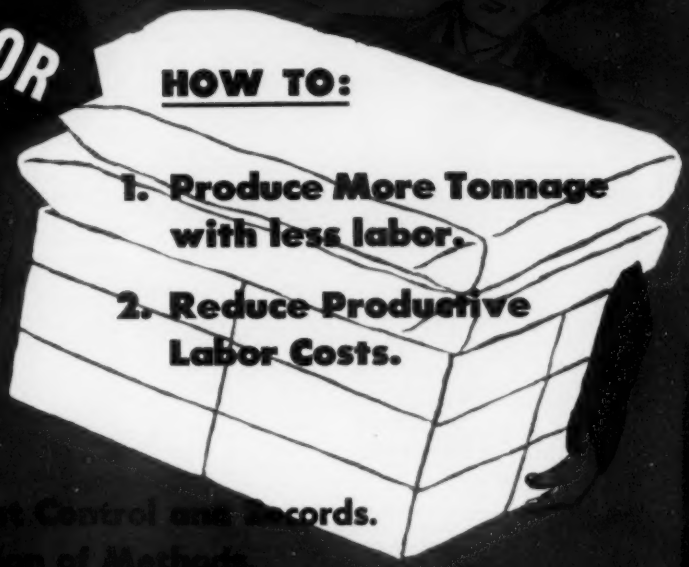
OF THE LAUNDRY INDUSTRY

★ ★ ★

Combining:

1. ***EDITORIAL FEATURE SECTION:***
   Maximum production with minimum labor.
2. ***OPERATING GUIDE:***
   Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in day-out to all plant executives.
3. ***BUYERS' GUIDE:***
   CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.
   TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry.
   MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.
   LOCAL BUYERS' GUIDE, a geographical directory providing complete information

MINIMUM LABOR



HOW TO:

1. **Produce More Tonnage with less labor.**
2. **Reduce Productive Labor Costs.**

THROUGH:

- ★ **Management Control and Records.**
- ★ **Modernization of Methods.**
- ★ **Mechanization.**
- ★ **Efficient Plant Layout.**
- ★ **Maintenance Engineering.**
- ★ **Personnel selection, training, incentives.**

coming in OCTOBER

on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

4. *AND A.I.L. CONVENTION GUIDE:* full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Chicago, Illinois, October 19-21.

STARCHROOM LAUNDRY JOURNAL

104 East 85th Street, New York 17, New York — 20 N. Wacker Drive, Chicago 6, Ill.

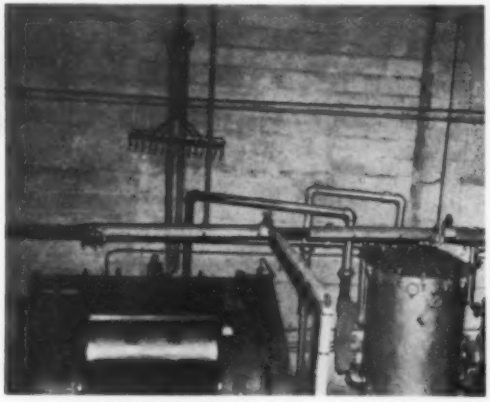
Soap Barrel for Mixing Soap

SOAP AGITATOR devised by Jack Hodges, plant manager of Kewpie Cleaners, Houston, is located 5 feet from washer injectors

A soap mixer has been rigged up from a 55-gallon soap barrel by Jack Hodges, plant manager at Kewpie Cleaners & Dyers, Houston, Texas. He first cut a 12-inch-square hole in the side of the barrel opposite the bunghole in the top. He then mounted the barrel on a metal stand with the hole up. The frame for mounting was made sufficiently high so that the washroom man would not have to bend when withdrawing soap.

Next, Mr. Hodges ran the air line, with a valve at the opening, and a reducer to $\frac{1}{64}$ inch into the barrel. When the air valve is turned on this keeps the soap in the barrel in continuous agitation. With the reducer, very little air is required and the soap is ready to feed to the injectors whenever the washroom man needs it.

Filter-Screen Hoist



GRAPPLE for filter-screen hoist shown above washer

At the Green Cleaning Company in Fort Bragg, North Carolina, they have taken the strain out of removing filter screens from the big 8,000-gallon filter. An I-beam runs across the cleaning room over the filter to a clear space in the floor. Along this I-beam runs a small chain hoist. To the hoist is attached what looks like an oversize garden rake with short hooks on the ends of the teeth.

When the time comes to remove the filter screens the hoist is rolled into position. The "rake" is lowered until the hooks are engaged under the frame of the screen, then the hoist does all the dirty work.

Night Deposit in Setback Front

In one of the stores operated by DreSwel Cleaners of Grand Rapids, Michigan, a night bundle drop is fitted neatly into the deep end of a setback front. This location is convenient for customers and permits the use of what is normally waste space.

Most modern stores have the door at one side with the window placed at an angle so that a setback of four or five feet is formed in front of the entrance. The "return"—the panel covering the deep end of the setback—is also placed at an angle. That is, the return is perpendicular to the oblique line of the window rather than the straight line of the sidewalk. The result is a triangular space between the return and the side wall of the building. DreSwel enlarged this area somewhat and designed it for night deposit.

Garments left in the chute after closing hours are dropped to the floor of the small room behind the return. The area is closed off by a door which is normally latched during the day. The room is more than adequate for the number of bundles expected. The possibility of stealing is almost completely eliminated. Best of all, garments are being gathered in a space that would normally gather nothing but dust.

The sign above the chute is painted on glass. At night it is back-lighted by lamps on the other side of the panel.

FINISH *Better*...FINISH *Faster*...USE DRYCO EQUIPMENT

ELIMINATE FOOT FUMBLING at the ironing board

Dryco Matic THUMB-OPERATED STEAM-ELECTRIC IRON

Just Press Thumb Lightly To Get INSTANT Steam

America's Finest Finishing Iron

Frees operator from obsolete foot-operated assemblies, allows greater working range on finishing boards, reduces foot fatigue. Ironing is faster, easier. Light pressure on feather-touch thumb control produces INSTANT steam, no reaching for foot pedals. Steam volume can be regulated. Super-comfort handle, stays cool all day long. "Moisture-Conditioned" sole plate prevents water-spotting, even on low heat. Fast-action thermostat. Long-lasting element. No-clog trouble-free construction.

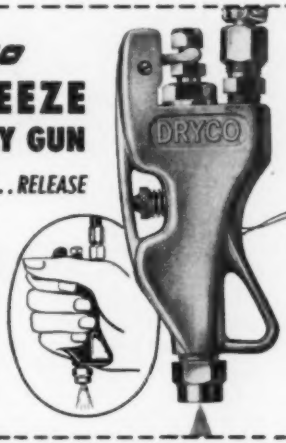
MODEL 6330—with 3-lb. iron
MODEL 6360—with 6-lb. iron $82.50

Includes: Dryco-Matic Thumb-Operated Steam-Electric Iron complete with Dryco Speedway Assembly consisting of cord, steam hose, solenoid valve, Cord-A-Way spring arm, control box with pilot light, steam separator.

INSTANT MOISTURE Where you want it When you want it

Dryco E-Z SQUEEZE WATER SPRAY GUN

SIMPLY REACH...SQUEEZE...RELEASE



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than all others combined
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Famous For 20 Years

☑ PLANT *Tested*
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Used and preferred by plants everywhere for over 20 years. Fastest, easiest to operate. Trigger extends along entire side. A slight squeeze of the hand sends spray to any spot instantly. Hangs with spray end down, from a coil spring, which pulls gun out of way, handy for next use. Spray volume is adjustable. Strainer prevents clogging. Inner parts non-corrosive. Connects to city water line or Dryco Condenser on steam return line. No air needed.

MODEL F—Dryco E-Z Squeeze Water Spray Gun, complete with 6 ft. hose, coupling, valve and suspension spring.

ONLY $9.95

Use Dryco Finishing Equipment To Cut Costs, Increase Production, All Through Your Plant

STEAM-ELECTRIC IRON $33.00

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For The Complete Line See Your DRYCO Catalog

PUFFER SETS $99.00 to $195.00

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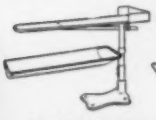
PISTOL-TYPE GUN $9.95

FLAT WORK GUN $15.00



STEAM-SPRAY SPOTTING BOARD...$135.00

STEAM FINISHING BOARD...$250.00

Order From Your Supplier

Dryco CORPORATION
CHICAGO 24, ILLINOIS

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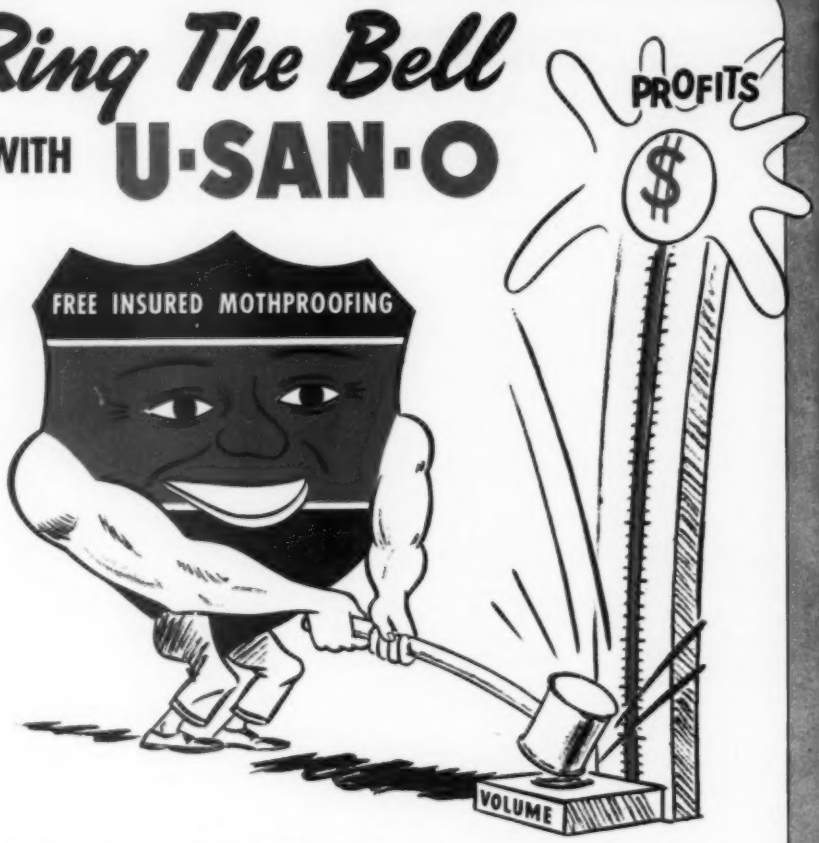

U-San-O is the powerful sales wallop that will drive your volume up and up and keep your plant humming . . .

And *Volume* means *Profits*.

Yes, Mr. Drycleaner to get profitable new customers and keep regular customers from going elsewhere . . . offer them this terrific *extra* service—"We Mothproof Your Garments Each and Every Time they are Dry Cleaned with U-San-O, *Insured* mothproofing at no cost!"

Customers like, too, the protection of U-San-O's insurance policy—insuring their garments against moth damage for six months. It's proof to them that you really did mothproof their garments.

Don't wait! Keep that profit bell ringing with U-San-O Service.

APPLIED IN THE WHEEL • NO EXTRA LABOR COSTS • NO SPRAYING

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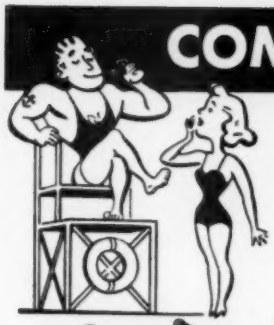
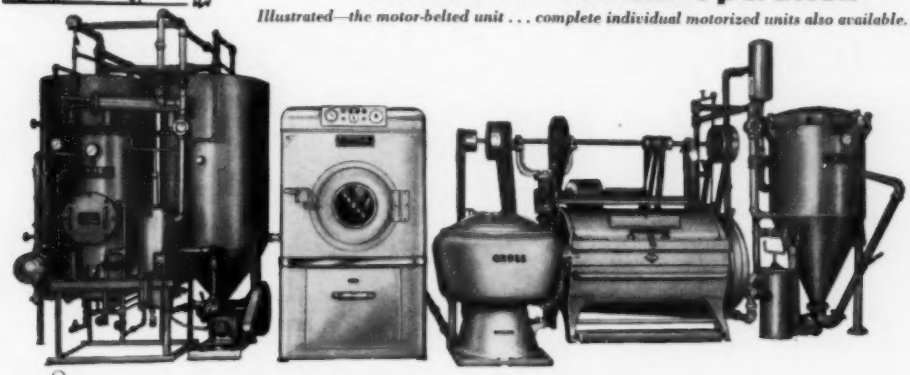


with the GROSS-OMATIC UNIT

for 140° F. Solvent Operation

Illustrated—the motor-belted unit . . . complete individual motorized units also available.



EASY TO INSTALL!

EASY TO RUN!

PERFECTLY BALANCED!

Tested and listed under reexamination service by Underwriters' Laboratories, Inc.
*Approved for use in California, too!

Here's a fully automatic dry cleaning unit that is completely safe . . . that is tested and listed under reexamination service by Underwriters' Laboratories, Inc. Easy to install . . . easy to run . . . and easy to keep in perfect mechanical order!

The GROSS-OMATIC UNIT for 140° F.—Petroleum Solvent, engineered to make use of inexpensive, readily available petroleum solvent, keeps operating costs at a minimum without sacrifice in efficiency. It cleans more garments . . . faster—without increasing material, time, power, or labor costs! It's *perfectly balanced for economical high quality dry cleaning!*

For safe . . . fast . . . automatic cleaning—write today and find out how you can turn GROSS into NET!

GROSS-OMATIC UNITS for 140° F.—Petroleum Solvent, are available to handle from 50 to 175 lbs. per load.

WRITE FOR FREE BULLETIN G-50 for the complete story of the "GROSS-OMATIC UNIT for 140° F.—Petroleum Solvent."

Founded 1923

GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

179 HALBERT ST. • BUFFALO 14, N. Y.

Foreign Correspondence Invited

Don't Let Fatty Acids Sabotage Your Business

. . . use Blue Label DARCO to get sweet-smelling, quality dry cleaning!

The way to stop fatty acids from tossing a monkey wrench into the works is to keep the trouble-makers out of your solvent. The way to do that is to follow this routine *every* morning before you start operations:

First, precoat. Then, add Darco to your washer and recirculate solvent until clear. Now, you're ready to run the first load.

You do this only *once* a day—if you use enough Darco *every* day.

The regular use of Darco keeps your solvent clear and clean . . . color-free, odor-free. And, because Darco kills off the *cause* of odors by trapping the residues that foul your solvent, there is no need for special "sweeteners."

See your Darco distributor now! Write for the Blue Label Darco instruction card.

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DARCO DEPARTMENT

ATLAS POWDER COMPANY

Darco General Sales Offices

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17 STORES IN 5 YEARS

with the DETREX PROCESS

Take a tip from one of today's most successful dry cleaners. Five years ago Mr. Andre Gelpi operated with one cleaning plant in Columbus, Ohio. Today, his Swan Cleaners boasts a 17-store complete package-plant chain, each store doing a thriving business.

The Detrex Process—capable of delivering 30-minute service and top cleaning quality—provided the stimulus to this growth; each Swan store is Detrex-equipped.

Mr. Gelpi says: "Our business was built on fast service and quality and ONLY DETREX MAKES 30-MINUTE SERVICE POSSIBLE. We break into any cleaning cycle for a special."

Want further proof that Detrex fast service can build *your* business—increase your profits? The whole story is yours without obligation. Write today.

DETREX
DRYCLEANING
Process

DETREX CORPORATION
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Detroit 32, Michigan

Rush me the profit story on the Detrex Process.

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Self-Service Drycleaning

The biggest threat to the commercial drycleaning industry is lurking over the horizon. That is the advent of self-service drycleaning or even mechanized home drycleaning.

We must not react as the laundryowners did when threatened by launderettes and say in effect "It can't happen here." When launderettes first appeared before World War II and bogged down for lack of materials to make home washers, the laundrymen thought the self-service laundry idea had failed and gave it little further thought. Just because the self-service drycleaner has not taken hold is no reason for us to become complacent.

At the British Industrial Exhibit in September was shown a small synthetic drycleaning machine that could easily become the Bendix of the drycleaning industry. It occupied little more floor space than a Bendix washer and was reported to be capable of cleaning, extracting and drying a heavy suit quite satisfactorily.

Developments here in the United States can be regarded with respect by the drycleaners. At Marshall Field & Company in Chicago, electrically heated puff irons have been available to the public for some time. We are all acquainted with the domestic steam iron. It has not proven entirely satisfactory but it undoubtedly will be improved. Even the glider press now used in the cleaning plant is capable of conversion to domestic use. Steam need not be a serious problem since steam generators are becoming so small and portable that one man can almost lift some of the one or one and one-half horsepower generators.

We need not scoff because the cost will remain prohibitive for domestic users. At present these items that are made for the commercial market are manufactured in hundreds. If they ever caught on in the domestic market, they might be made by the thousands and mass production would drive the cost way down.

Solvent clarification need not be a problem, either. The man who is operating a "dryceleanerette" would have a central clarification and distillation unit. The apartment house or large home that installed a drycleaning unit could buy its solvent in cartridges and exchange cartridges as they do water-softening tanks, or butane gas tanks for country estates.

In at least four different cities in the United States, self-service cleaning has been tried. In New York the cleaner converted to a regular service when he found that customers required too much supervision, for which he was not getting paid. In California the self-service cleaning feature of a couple of launderettes was quashed because they were not in compliance with the state drycleaning code. In Georgia and Mississippi, so far as we know, the self service is still available.

Experience of the laundryowner with launderettes would point out two further features that are in favor of self-service drycleaners. One is that a customer will be satisfied with or at least accept the lousy quality of her own work when she would scream her head off if her garment were returned to her in a similar condition by a commercial drycleaner.

The other point is that so-called unserviceable fabrics that remain nightmares for the drycleaners will become unmarketable if and when self-service drycleaning becomes widespread. When the customer herself has to deal with troublesome garments, she will become a much more shrewd student of fabrics and dyes and sizings when shopping for her clothing.

The coming of new synthetic fabrics is likely to affect the drycleaners adversely, also. Manufacturers' claims of wrinkle resistance and soil resistance are exaggerated. Any fabric with truly wrinkle- and soil-resistant properties is likely to be uncomfortable to wear but nylon, Orlon, Dacron and other new fibers undoubtedly make a garment that is much easier to clean and finish. This will be tempting to the customer and to the potential manufacturer of self-service or home cleaning equipment.

So what do we do now?

Drycleaning is a service. While *we* like to think of it as a necessity, the *customer* considers it a necessity only if she can afford it and benefit from it. We must turn out a quality of production that is not only good enough to "get by," but that restores the garment as nearly as humanly possible to its original condition when purchased. We must convince the customer that it is impossible for her to do a job anywhere near as good as the commercial drycleaner does.

It is not sufficient for those of us who do superior cleaning to sit back complacently. We must take steps to raise the quality of cleaning done in the entire industry. It is the shoddy cleaners, or the well-meaning but ignorant cleaners, who will encourage somebody who is well-heeled to take a flyer in the self-service market on a nationwide scale.

Swan Cleaners in Columbus, Ohio, found the answer when it set up a chain of plants keyed to the customer's wants by making the store manager the supervisor of each plant. To keep customers from doing their own drycleaning, they have to be smothered with service, and smothered with service at a price they can afford.

Right now, beef is going into the black market. Drycleaning cannot be black-marketed, but while the customer can't raise a steer she might dryclean her own clothes.

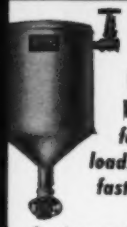
The laundryowners were asleep at the switch. The launderette appears to be here to stay.

Lest the reader feel we are scaring up a bogeyman merely to fill the editorial page, let him reflect on the revolution in the beauty-parlor industry occasioned by the advent of home permanent waving.

A stitch now by the drycleaning industry will save 99 when the defense emergency is over and machinery manufacturers start looking for new markets to invade.

BISHOP *Cleaners* WORK-SAVERS

Improve efficiency—speed production—reduce cleaning costs



BISHOP FILTER POWDER INJECTOR
for cleaner loads, cleared faster, easier

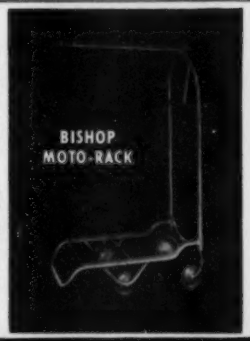
Powder goes direct to filter, away from garments. Saves steps, hours of time. Easy operation.
No. B67

BISHOP BAG-O-TEER

Combined bagger, desk and overhead rack (for 3 sizes of bags) plus storage for reserve bag supply. Fast, efficient, easy bagging in one square yard of space. Heavy non-tilt base needs no floor lags. No. B30-1

BISHOP MOTO-RACK

New, faster way to ROLL bagged work to delivery ...carries 50 assorted, bagged garments, without crushing or wrinkling. Saves labor. Very maneuverable and compact.
B24-10



BISHOP PRESPOTTING TUB

Prespotting Tub: Perfect for new Spra-Spotting technique. Use also for fragiles and for wetcleaning. Size 53" x 19" x 27" high. Has draw-off valve and soap tray.
No. B20-1

BISHOP MOBILMARKR

BISHOP SPOTTING BOARD

All-Monel 53" top has 16" perforated tip. Adjustable garment tray with splash apron.
B21-5

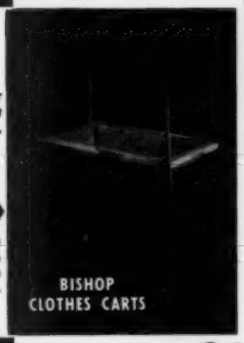
Cuts sorting and assembling time in half!
Uses half the labor! Half the floor space!
Buy it for stores—branches—plants!

BISHOP MOBILMARKR

-in-1 unit of storage bin, hopper nd marking table. Just load (at uck), roll (to open area in plant), nd mark. Made in 2 sizes:
2-133D (120#)
2-131D (200#)

CLOTHES CARTS

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs.
No. B2-100



Automatic Sorting for *Every* Cleaner, Regardless of Size

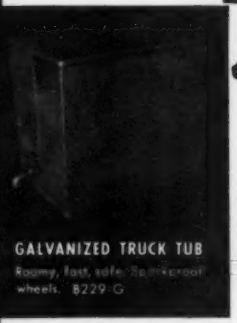
Bishop Reels *automatically* assemble your finished garments . . . quickly, accurately. Operator stands in one spot, spins reel to slot number that matches last two digits of invoice number, hangs garment. Reel saves her 25 miles of walking daily. Adapts to any size plant or store, any lot or sorting system. pays back its cost the first month. Order now! Prices and delivery subject to conditions prevailing at time of shipment.

Each slot self-assembles a complete order.

Match last 2 numbers to tag number.

Height adjustable from 62 to 80 inches.

SPECIFICATIONS
Diameter . . . 4 ft. (loaded 6 ft.)
Floor Space (loaded) . . . 5 x 5 ft.
Holds 300 dresses or 200 suits.
Shipping weight . . . . 170 lbs.



GALVANIZED TRUCK TUB

Roomy, fast, safe. Spookproof wheels. B229-G

BISHOP DRI-TOP IRONING BOARD

Perforated metal top with coiled steam pipe underneath. Moisture dries instantly for finer, faster finishing. Fireproof.
B4-12

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Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO. MANUFACTURERS SINCE 1893

DONE WITH MIRRORS, marking area is actually reflection. Note panama promotion with May 15 circled, caption "it's time for cool heads"

Doing Tricks With Stores

Ways To Make a Little Store Look Big And a Three-Pointed Store Look Square

by WILLIAM R. PALMER

STORE SIZES AND SHAPES were a problem to Bill Cundiff and Joe Buck at Model Services in Harrisburg, Pennsylvania. The solution of the problem was ingenious if not original.

The narrow store was the plant office, where a 14-foot width and practically the same depth gave you claustrophobia (that trapped feeling).

A false ceiling was installed, reducing the height by a couple of feet and having the psychological effect of broadening the room. Then perspective (sense of depth) was provided by running a semicircular counter around the back and one side of the room. The wall behind was curved in a similar arc, and an opening in the wall starts 18 inches higher than the top of the counter. The sense of depth is created by looking over the counter and partition, which are of moderately dark paneled wood, at the back wall behind, which by contrast is light in color with big bright flowers printed on it.

On the side wall opposite the counter is a plate-glass mirror running the full width of the wall. Because of the quality of the mirror the new customers almost invariably exclaim when they finally discover it is only a reflection they are looking at. It is astonishing how the trick of perspective really pays off in the mirror by duplicating the dark counter and partition against the light wall. That little store really feels spacious.

Squaring the Triangle

The triangular branch store was the real toughy, however. On a busy corner where passing automobile traffic had to be snared to make the store pay, it had to be distinguished from its colorless brownstone neighbors. The timid slice of a building had to be made to look imposing.

An aluminum canopy was extended over the door, with a neon sign above it. Then, to give the canopy moral support the corner around the door was framed with mirrors, which by reflecting the streets had the effect of blunting the point of the building. The plate-glass windows extending down each side of the store slope in from the top, so that the bottoms are recessed about eight inches. This again has a broadening effect on the doorway and mirrors. The balance of the exterior

BEHIND PARTITION and counter can be seen compact use of space

FOURTEEN-FOOT STORE is one pictured above and on opposite page

TRIANGULAR STORE decorated with mirrors and aluminum to give size

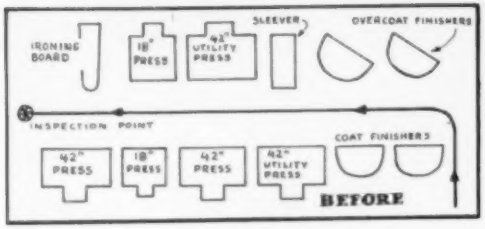
is in black glass that contrasts smartly with the aluminum and the white frame around a poster on one wall.

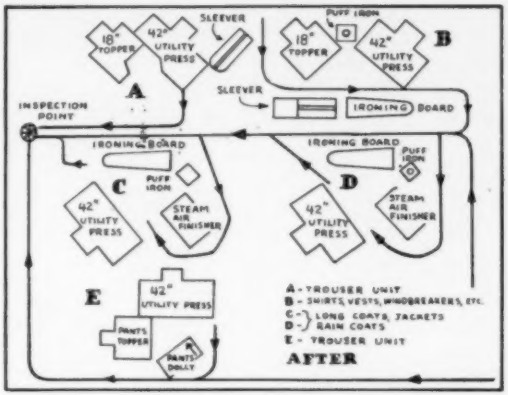
Here in the branch store a false ceiling helps to "square" the room. A so-called "egg crate" affair, it has the strips running at right angles to one outside wall. The counter and the partition start square to the same wall, then curve inward slightly, but because of the repeated straight lines in the ceiling, the visitor has the feeling that he is entering a side door rather than a funnel. The funneling effect of the other outside wall is broken with comfortable leather chairs, while the back partition comes to meet it in two offset steps.

By curving and stepping the partition in this manner space enough was gained in back for the store's ready racks and for the marking and assembly areas without cramping the customers' area.

Amazing! # #

RIGHT WALL AS BASE for long lines in ceiling, counter and partition "square" whole room





Above, BEFORE: Wool finishing department at Cannan Company, Toledo, Ohio, before changes were made to switch to individual incentives

Right, AFTER: Layout of department after changes shows five separate units within the department. Forelady channels work, records it on daily work sheet for incentive-pay purposes; inspector removes garments so that operator spends all possible time within unit

Individual Incentives Work Better

Toledo Plant Finds Superior Advantages In System Based on Each Worker's Output

by JOHN J. MARTIN

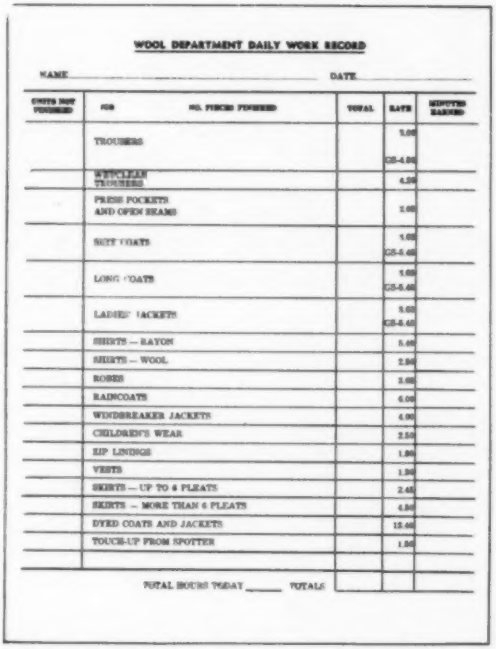
LOWER PRODUCTIVE LABOR COSTS and satisfied, higher-paid employees are major achievements of a change in the incentive plan of the Cannan Company in Toledo, Ohio. The gradual change from a system based on plant efficiency to one based on individual production has been almost completed, with the aid of time-and-motion studies and new equipment layouts. Another important preliminary was the job of selling employees on the new wage plan.

For a time, all Cannan employees were paid an hourly rate plus a bonus calculated from the efficiency of the entire plant. All jobs had been measured and given an hourly earned rate. At the end of the week, earned hours were compared with actual hours and the over-all bonus computed. All employees shared the bonus equally.

The system worked very well until, at a point where the bonus averaged 14 percent to all employees, production and incentive increases leveled off permanently. Better employees griped that their ability was benefiting the poorer workers and that the less productive workers were holding them back. All efforts to increase production failed.

At this point the owner, Willard M. Cannan, and his son Bernard decided to shift to individual incentives. The results are most dramatically shown in the records of the Cannan Company's wool finishing department.

In 1950 productive labor costs in that department were an average of 10.49 cents per garment. Since the department started on individual incentives, in September of that year, productive labor costs have dropped to 6.2 cents as of April, 1951. One girl's earnings have jumped from $1.04 per hour to $1.37 with incentive pay, another's from $1.04 to $1.60. The average for all



WOOL DEPARTMENT DAILY WORK RECORD

NAME _____ DATE _____

UNITS NOT FINISHED	JOB	NO. PIECES FINISHED	TOTAL	RATE	MINUTES EARNED
	TROUSERS			5.00 GS-4.00	
	WETCLEAN TROUSERS			4.00	
	PRESS POCKETS AND OPEN SEAMS			2.00	
	SUIT COATS			5.00 GS-6.00	
	LONG COATS			5.00 GS-6.00	
	LADIES' JACKETS			5.00 GS-6.00	
	SHIRTS — RAYON			5.00	
	SHIRTS — WOOL			2.00	
	ROBES			3.00	
	RAINCOATS			6.00	
	WINDBREAKER JACKETS			4.00	
	CHILDREN'S WEAR			2.50	
	ZIP LINDINGS			1.00	
	VESTS			1.50	
	SKIRTS — UP TO 4 PLEATS			2.40	
	SKIRTS — MORE THAN 4 PLEATS			4.00	
	DYED COATS AND JACKETS			12.00	
	TOUCH-UP FROM SPOTTER			1.00	
	TOTAL HOURS TODAY _____ TOTALS				

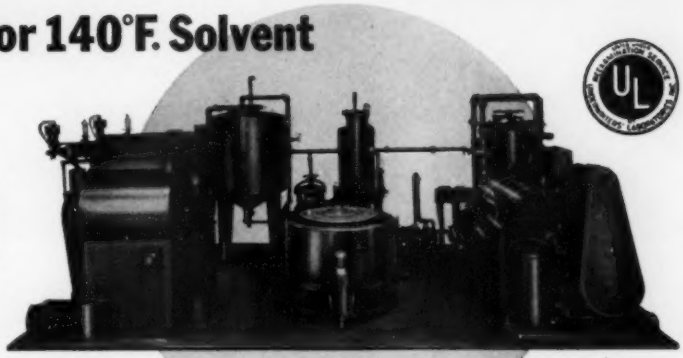
DAILY WORK RECORD used to compute earned hours. Rate column shows minutes assigned to each garment. White spaces are used for tally, added up under total, multiplied by rate to get earned minutes. "GS" means "Gold Seal"—the company's de luxe service

Units that comply with YOUR local regulations

NOEX for 140°F. Solvent

UNDERWRITERS APPROVED

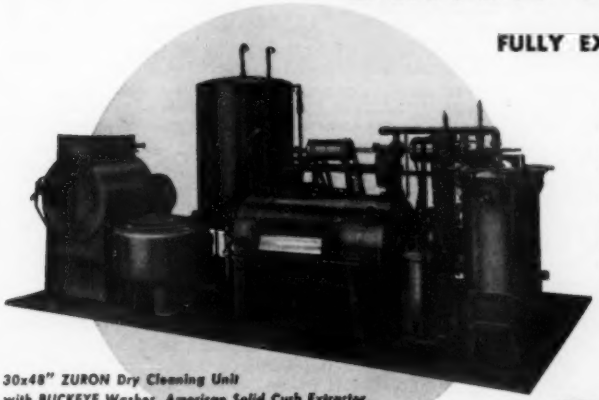
● For use where local regulations require 140° flash solvent cleaning. Wide range of sizes, in single or double-washer units, give you choice of 22 to 190 lbs. dry wt. load capacity. Includes complete, compactly engineered cleaning room equipment, in balanced capacities, to assure dependable, low-cost production of fine quality cleaning. Individually motor-driven machines, as shown, or belted-motor group drive.



36x54" NOEX Dry Cleaning Unit with BUCKEYE Washer, American O.T. Extractor, 2 NOEX Tumblers, and complete Solvent Reclamation Equipment.

ZURON for Stoddard Solvent

FULLY EXPLOSION-PROOF MOTOR DRIVEN



30x48" ZURON Dry Cleaning Unit with BUCKEYE Washer, American Solid Curb Extractor, ZONE-AIR Tumbler, and complete Solvent Reclamation Equipment.

● For use where local regulations permit economical Stoddard Solvent Cleaning. Unusually wide variety of sizes, with one or two washers, to provide cleaning capacity you want. Machines equipped with all safety features; furnished individually explosion-proof motor-driven, or with explosion-proof, belted-motor group drive, as shown. Here's complete cleaning room equipment engineered for balanced, lowest-cost operation and finest quality cleaning.

Whatever your local regulations or capacity requirements are, there's a NOEX or ZURON Unit to suit your needs. WRITE TODAY for full information.

DRY CLEANING DIVISION

The

AMERICAN

LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO

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WOOL FINISHER smooths out coat on utility press while garment dries on steam-air finisher. Ironing board is used for lining touchup, thus completely finishing garment in one unit

employees now on individual incentives is 23 percent of the base rate.

The physical changes needed to introduce the new type of incentives were handled by Bernard Cannan. His first step was to map the complete layout of the wool finishing department in template form. Nothing was moved or added until the layout had been visualized on paper.

Formerly the wool department used a double line of equipment, with garments from the spotting department moving between the lines. Operators performed their parts of the finishing process catch as catch can, with resultant bottlenecks and lack of coordination.

At present the wool department has five complete individual units. One unit handles shirts, vests, windbreakers, children's wear and the like. Two identical units do long coats, ladies' jackets, men's suit coats and raincoats. There are two trouser units, one in use constantly and the other for overflow. Each operator finishes a garment completely.

The services of an industrial engineer were required to set standards for operators using equipment in the new layout. Each garment or "job" was time-studied to determine the number of minutes needed to do a good finishing job. To this base was added 25 percent incentive time and 6⅔ percent personal time away from the job. These three factors make up the incentive wage scale, and are equal to 100 percent efficiency. The jobs were rated in minutes because this unit is most easily understood by employees.

An employee operating at less than 100 percent efficiency is paid the base rate for the hours worked, and no more. An operator who goes over 100 percent efficiency automatically goes on incentives. The number of garments is multiplied by the minute rate assigned to each garment, to give earned minutes. The minutes are added, and the employee is paid for the resulting earned hours.

The wool finishing department was picked to start individual incentives for two reasons: (1) It was the department where costs were most out of line, and (2) it was the department in which workers had the best

DEPARTMENTAL LAYOUT traced from templates (miniature cutouts of equipment) by Bernard Cannan. All changes incidental to plant's new incentive plan were plotted with templates before moves were made

chance to make a quick jump in earnings and so sell other employees on the merits of the system.

Every system, of course, has its drawbacks. Bernard Cannan lists disavantages of the individual incentive plan and the physical changes it involves as: (1) more space per operator, (2) more equipment per operator, and (3) longer training period per operator.

The list of advantages, however, is longer and more impressive: (1) smoother workflow, with no bottlenecks; (2) higher individual earnings, attracting a better class of worker; (3) better quality because of complete responsibility for each job; (4) better control over each worker's productivity; (5) a much improved unit cost, and (6) fewer employees needed. (Cannan eliminated 35 percent of wool finishing employees and 15 percent of all plant employees.)

In looking over the list of advantages found by the Cannan Company, drycleaners might keep rising costs in mind, as well as a possible labor shortage brought on by government mobilization efforts. The Cannans find that incentives are well adapted to solving one of today's most urgent management problems. # #

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More and more carpet cleaning experts are realizing that the amazing Karpet-Kare liquid detergent . . . used by the correct Bigelow-taught method . . . allows them to offer their customers a better, safer, quicker cleaning job than any other method ever devised.

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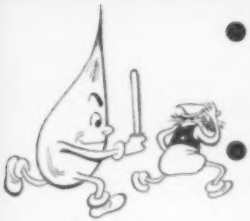

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  No matter how much moisture is in the garments or atmosphere, Drisyn will absorb it all and will carry it in suspension almost indefinitely!

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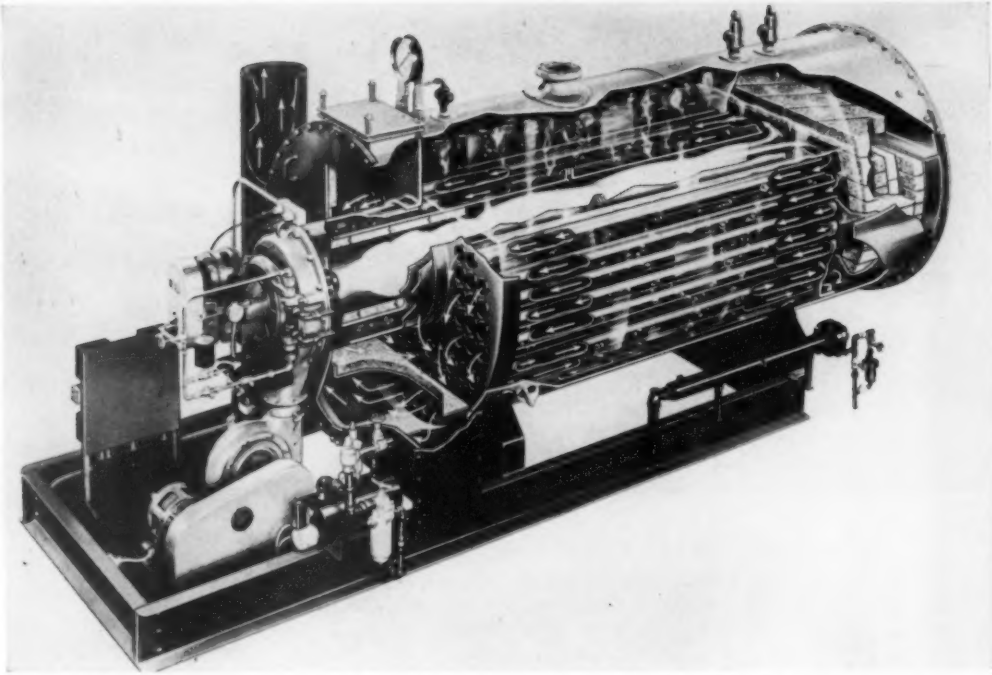

FIG. 1. AVAILABLE ROOM between tubes, furnace and water space runs so small in packaged boilers that steam-side maintenance is difficult—yet more important because of close design

How To Care for Packaged Boilers

Program for Efficient Maintenance Covering Both Steam and Fire Sides

by JOSEPH C. McQUAY
Consulting Engineer

ALL THE CONTROLS and safety devices on today's packaged boilers, such as high and low water cutoffs and flame-failure alarms, make it easy for the boiler operator to fall into a dangerous sense of security. This class of steam generator is generally highly reliable, a fast steamer and a relatively low-cost performer. But it can't go on by itself forever.

Good maintenance really starts with the day the boiler is fired up. It should be two-sided, covering both the steam and the fire sides.

Steam-Side Maintenance

Most fire-tube-design packaged fire-tube boilers are hard to maintain on the steam side. The room between furnace, tubes and water space is very close (see Fig. 1). One manufacturer has put a hinged-back construction on the rear of his packaged boiler designs so the entire rear chamber swings back (Fig. 2), laying open the rear tube sheet for inspection and maintenance.

Even if your boiler design does not lend itself to

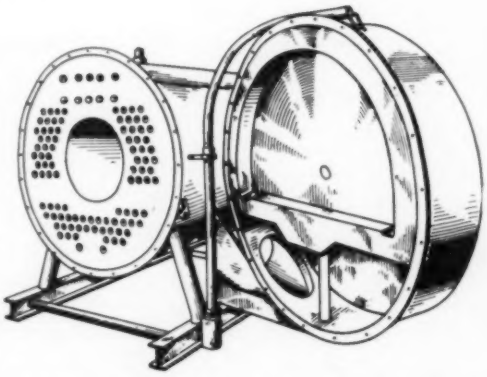

FIG. 2. ONE ANSWER to tight space is special hinged rear chamber permitting easy access to rear tube sheet for maintenance or inspection

13,675 LBS. OUT OF ONE DRUM OF PERC

● Yes, 13,675 pounds of garments cleaned from a single drum of perchlorethylene (less than 3/4¢ per pound). It was accomplished recently during a conducted test in a commercial plant using the Martin Powderless Self-Cleaning Filterstill and a standard synthetic drycleaning machine. The savings in solvent and labor plus the elimination of filter powders are proof that the Martin Powderless Self-Cleaning Filterstill pays for itself in a short time. Send coupon today for full information.

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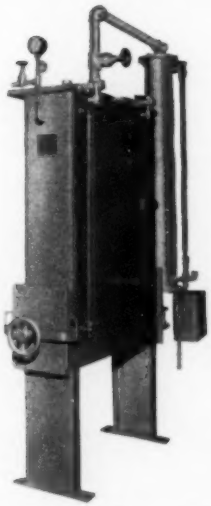

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RECOMMENDED SIZES OF FUEL-OIL PIPE LINES*

Boiler rating (hp.)	Grade of oil	Length of oil line (feet)	Line sizes (inches) Suction	Line sizes (inches) Return	Double tapped bushings (inches)
10– 60 hp.	To No. 3	10 to 150 ft.	¾ in.	¾ in.	2 x ¾ in.
70– 80	To No. 3	10–150	1¼	1¼	3 x 1¼
40–150	Nos. 4–5	10– 90	1½	1½	3 x 1½
40–150	Nos. 4–5	100–150	2	2	3 x 2
200–500	Nos. 4–5	10– 90	2	2	3 x 2
200–500	Nos. 4–5	100–150	2½	2½	4 x 2½
40–300	No. 6	10– 90	2	2	3 x 2
40–300	No. 6	100–150	2½	2½	4 x 2½
350–500	No. 6	10– 90	2½	2½	4 x 2½
350–500	No. 6	100–150	3	3	4 x 3

NOTES: Keep suction lines as short as possible, and run them with a minimum of turns and bends. Copper tubing is usually recommended for No. 3 and lighter oils, standard steel or wrought iron pipe for Nos. 5-6 oils. The use of extra heavy couplings and ground joint unions is also recommended.

All piping should be absolutely tight to insure against leaks.

During installation, be sure pipe threads are clean cut; open ends of oil lines should be suitably plugged or capped to keep out unwanted foreign matter.

Industry and Power, November 1950.

such easy water-side inspection, every new boiler should be opened after two or three months of operation. Study the surfaces for any scale and sludge accumulation. If they run heavy you need water treatment.

Today water treatment for the usual fire-tube packaged boiler is no great problem. Some of the experience with forced-circulation packaged water-tube boilers on the latest diesel streamliners indicates considerable progress in this line. These boilers can operate for long periods with heavy makeup and using a water loaded with mineral impurities.

The chief problem is removal of sludge formed while keeping boiler-water alkalinity within sensible limits. There are chemical treatments on the market that perform the job. The smart thing to do in any boiler plant is to call in a water consultant to set up a water-treatment program for you. It pays off.

Whatever you do in the way of water treatment you will have to schedule a wash-out of internal boiler surfaces every so often. The frequency of wash-out depends on what you find when you inspect the water side of your boiler. The ideal arrangement is one where the only time you need to wash out your boiler is when it is shut down for a periodic inspection, such as your insurance company requires.

The exact chemical composition of the wash-out solution changes with the nature of the scale and sludge build-up. The larger industrial and public-utility boiler rooms do this job by acid cleaning. In good hands there is no reason why this highly successful method won't some day be applied to the small boiler. Acid cleaning should get credit for less labor and minimum replacements involving only minor parts like black piping or caps.

As it stands now it must be remembered that acid cleaning is not without its difficulties. First, the inhibited cleaning acid solution should never run over 140-160 degrees F. What's more, the chemically clean surfaces corrode quickly and oxide films form on them if left exposed to the air. Because of these difficulties acid-cleaning is still a job for the experts.

Except for the headaches the feedwater brings to metal surfaces, steam-side maintenance is, to a large measure, checking on safety valves, boiler water controls, blowdown settings. Each of these auxiliaries and their operating range should be put through a maintenance procedure recommended by its manufacturer.

Fire-Side Maintenance

During normal boiler service a good operator can spot telltale signs of needed maintenance. For instance, the stack temperature should never get much above 650 degrees F. If it does, one of the following is happening: The boiler is being fired beyond its maximum rating; the boiler steam side needs cleaning; refractory in the boiler furnace has broken so the hot gas is short-circuiting on its way to the chimney.

Once the refractory indicates a need of repair or replacement don't put off taking care of it. Otherwise a burned-out combustion chamber is sure to result.

Fire Tubes: When the boiler is shut down, clean out the fire tubes with a wire brush. Air or steam blows too much dust around the boiler room. After wire-brushing, wrap a rag around the brush and remove any dirt left clinging to the tube surfaces. Clean out the flues.

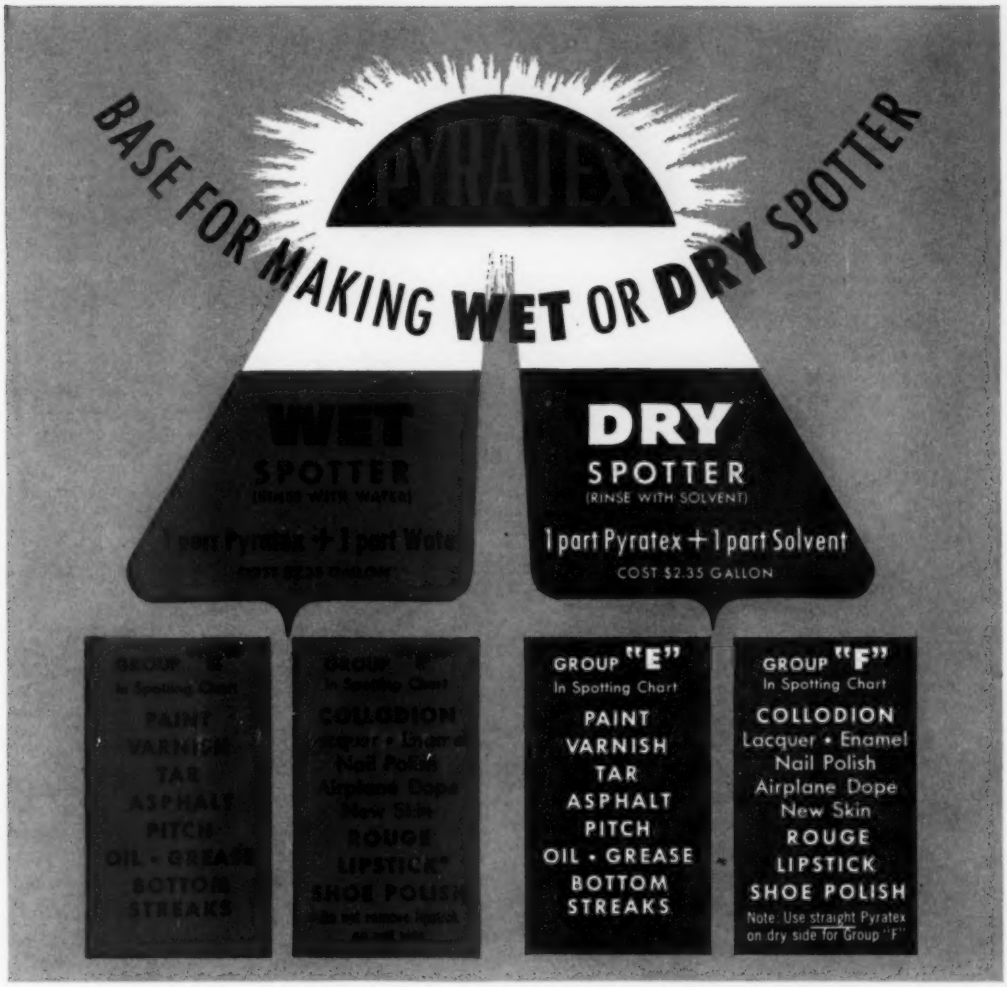
You are now ready to tackle the major part of the fire-side maintenance—the firing equipment and its supply system. As for almost every other boiler-room operation, good planning and design during the installation period can greatly shorten the maintenance program. For instance, the fuel-oil storage tank and the pump should be connected by as short a line as possible.

Oil Lines: This line should carry a check valve just above the tank so there'll be no loss of suction. If this line is long or if there is a high suction lift it is advisable to put in a plugged tee close to the pump. Then the entire line back of the check valve stays filled with oil and boiler starting is quicker.

Pipe size is vital to operation and maintenance. Recommended sizes are given in the table above. Any valves put into these lines should be gate valves. Plugged tees spaced along the length of the fuel-oil pipe make it easy for the maintenance crew to sample fuel oil, prime the lines or police them with more pressure gauges and thermometers.

Every so often check the fuel-oil lines for tightness. A 50 p.s.i. air pressure or a 100 p.s.i. hydrostatic one placed on the line with all line openings sealed should hold for better than 15 minutes without pressure dropping off.

Oil Preheaters: Whenever oils above No. 2 or 3 are used it is almost impossible to get good operation without preheating to correct oil viscosity. Because of the very nature of oil the preheater surfaces foul up from



PYRATEX is a concentrated base designed for making either a wet spotter or a dry spotter.

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When mixed with equal parts of water it is superior to prepared wet spotters designed for the removal of not only paint, oil and grease, but also for the more difficult collodion stains such as lacquer, nail polish and airplane dope.

It is only when removing lipstick and collodion on the dry side that it is necessary to use full strength PYRATEX. For the other three uses the diluted formulas are equal in strength and working properties to full strength prepared products, *and effect a great saving in cost.*

See chart above for the four uses of PYRATEX.

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carbonization. The rate of fouling speeds up from overheating in the preheater, or from local hot spots developing within the preheater when oil flow stops for shutdown without a corresponding shutoff in the heating medium, usually steam.

One way of cleaning out the preheater is to close the fuel-oil inlet and outlet valves. Then mix up a cleaning solution (most industrial-cleaner people can supply you with the right materials for a mixture). This solution is poured or pumped into the heater and left there for 24 to 48 hours.

Oil Pump: Boiler shutdown gives you a good chance to check oil pump performance. For the usual packaged boiler rotary or positive-displacement pumps (Figs. 3 and 4) are used. They are rugged performers and normally give good operation. Their speed depends primarily on the viscosity of the oil being pumped. If the speed is too high, cavitation develops—that is, vapor pockets that form and collapse to give off a knocking noise.

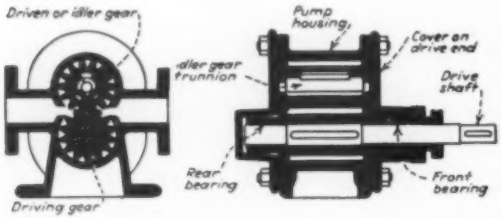

FIG. 3. EXTERNAL GEAR PUMP. External gear serves full range of packaged boilers, even high-pressure ones

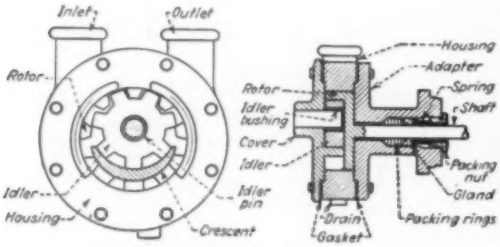

FIG. 4. INTERNAL GEAR PUMP. Positive-displacement pumps serve the usual packaged boiler. Internal gear design has its field of application among smaller, lower-firing-rate installations

A vacuum gauge between the strainer and the pump inlet or between the shutoff valve and the pump inlet helps check pump performance. A good pump shows 24- to 28-inch vacuum.

When a pump fails to pull oil, break a union on the discharge side. Start up the pump and see what happens. If a small amount of oil with bubbles of air comes out or no oil at all, place your finger over the discharge. If you feel a stream of air passing over, the pump has a leak. That leak could be around valve stem packing, service joint packing, pipe joints or unions in the oil line.

If nothing happens when you start up the pump, shut it down and pour lubricating oil or fuel oil into the strainer. Start the pump up again momentarily to draw this oil into the strainer, then fill again and close the strainer. Now test as above for air leaks. If the pump still does not draw oil it is either badly worn

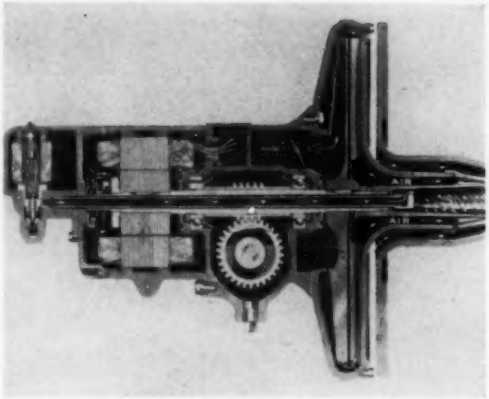

FIG. 5. ROTARY CUP OIL BURNER shown in cutaway illustration

or the motor is not turning it. If the motor's all right then the coupling's shot or the pump-drive gears or worm all worn out.

Suppose your trouble is that the pump fails to develop enough oil pressure. Unless the pump gears are badly worn the answer will be found in the pressure-regulating valve. This holds for almost every case. For the usual horizontal rotary cup oil burner (Fig. 5) the pump is not to blame. Rather, the most frequent difficulty is a loss of spring tension or a grooving of the pressure-regulating valve seat and stem.

If the spring is at fault, replace it. In case of an emergency you can sometimes get by by stretching out the old spring so it takes more compression to get it back in the valve.

Where valve seat or stem faces are grooved or pitted you can get temporary relief by grinding the two, one over the other, by means of a screw put into a tapped hole, usually already in the stem.

Burner Maintenance: Most operating troubles with oil burners result from no strainers, poor control of oil preheating, faulty pumping or pressure.

While oil has little ash in it there is still some. When you consider that the usual rotary cup burner (Fig. 5) spins at 3,450 r.p.m., a little ash can cause considerable abrasive wear. Up to a point this wear is not a problem.

However, once the edges of a rotary cup are worn down to where the oil travel is shortened and atomization is not complete, the cup needs replacement. You have a right to suspect this when a previously nonsmoking, economical unit begins to smoke and eat oil.

In the case of nozzles, abrasive wear could conceivably open them to the point where atomization is either incomplete or spotty. Usual nozzle difficulty, however, is carbon build-up or sediment plugging. These nozzles should never be cleaned out with a metal piece. Use a cloth and a solvent.

When a burner is shut down it should always be protected from the furnace heat. For instance, with a rotary cup burner it is good practice to take out the cup and insert a flame shield.

One thing to watch out for in any burner checkup is whether the burner dribbles when it is shut down. If the burner dribbles, carbon build-up will be fast. The solution for this condition is a check on all supply valves. # #

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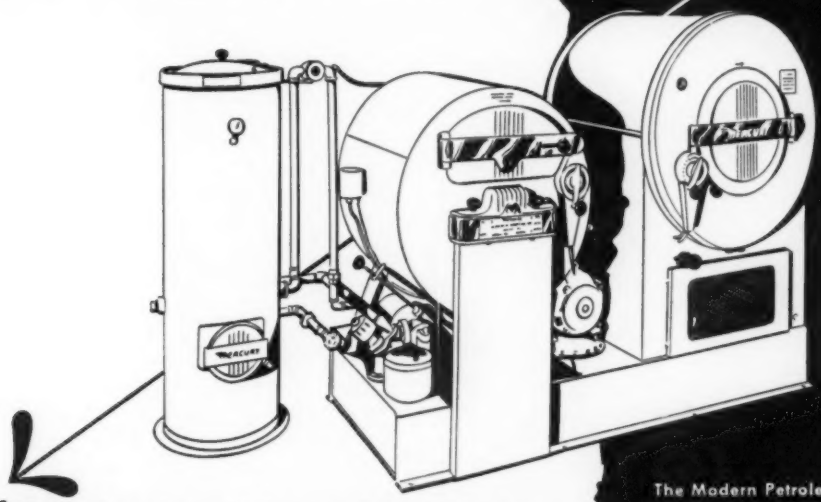

safety Washes and extracts in the same cylinder, avoiding transfer of wet garments and solvent spillage. Completely closed and vented to the outside. U. L. listed for use with 140° F. petroleum solvent.

profits Designed for a weekly volume of $1000.00. Single loading of wheel for wash-extract saves time. Low investment and low maintenance.

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Sanitone Dry Cleaning Service

ALL THIS PLUS ADDITIONAL ADS IN the Ladies' Home Journal Maclean's, La Revue Moderne

Campaign ever run to make Important in his Community!"

about Sanitone's Advertising Schedule

This colossal promotion selling Sanitone as the amazingly better Dry Cleaning will reach over 4,000,000 "Post" homes

Actually, independent readership surveys show that each issue of the "Post" is read by 4,349,404 women and 4,345,403 men, all potential customers for Sanitone-Quality Service. In addition, Emery will augment this basic campaign with special promotions designed to work in every local market as these ads appear.

Remember, too, that campaigns in the Ladies' Home Journal, La Revue Moderne, and Macleans will add another 5,100,000 homes. Again readership studies multiply this total, showing altogether 16,000,000 readers of these three publications.

Truly, there has never been such a promotion in Dry Cleaning history! Sanitone is taking these steps to build even higher dry cleaning volume for each and every Sanitone licensee from coast to coast.

Millions of people in the upper-income half of every community where these magazines place over 75 per cent of their massive circulation, will read about and want to buy Sanitone, the superior dry cleaning service.

A number of Sanitone Franchises are available for the highest quality dry cleaners who can meet the Sanitone standards of excellence. Write today!

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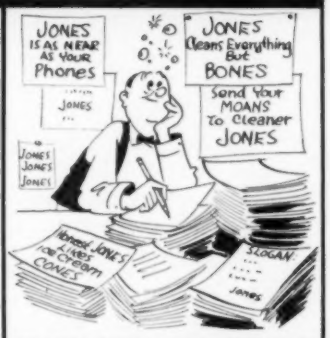

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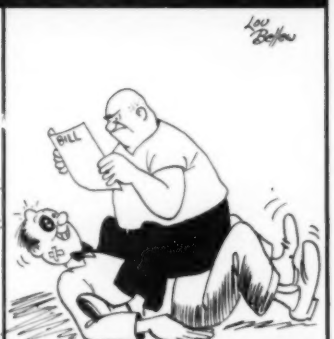
F. & S. CLEANERS, LONG BEACH, CALIF., DOUBLE BUSINESS WITH 'DRIVE-IN'... SAY: "MAKE IT EASY FOR PEOPLE TO STOP, AND THEY'LL PARK AT YOUR DOOR STEP!"



COLLECTION OF DELINQUENT BILLS VERY IMPORTANT TO SUCCESS OF A CLEANING BUSINESS.... SHOULD BE COLLECTED WITH A SMILE, IF YOU CAN.

"LOOKS" we get from

Salesmen

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

says R. F. Alspaugh
Perfection Cleaners
Seattle, Washington

"Solvent certainly clears up fast with a Butler Filter," says Mr. Alspaugh, shown looking at the sight glass of his 5000 g.p.h. Butler Big-Flo Filter. "The solvent in our washer is now changed 60 times an hour, and we get faster cleaning with less spotting."

"Since installing a 5000 g.p.h. Butler Filter, the results have been beyond my expectations.

"Previously we had two small filters, one for each washer, which slowed down our cleaning production considerably. In fact, our cleaner was putting in from twenty to thirty hours overtime every week and the work was always behind.

"With the big flow of our Butler Filter, our work is cleaner, we have much less spotting and very little wet washing.

"The cleaner now is on regular hours and is also doing all of the dark spotting."

Be Sure Your Filter Gives You Big Flow . . . Better Cleaning

Like Mr. Alspaugh, you'll find that the bigger, faster flow rate of a Butler Big-Flo Filter properly matched with your washer will help you improve production . . . quality . . . profits. You can clear up loads faster . . . prevent redeposition of soil . . . cut spotting costs . . . reduce wet cleaning. For cleaner garments in less time, get a Butler Big-Flo Filter . . . in a size to assure you maximum washer efficiency. Sizes: 1000, 1300, 2000, 3200, 5000, 8000 g.p.h. Ask your Butler representative about a Butler Big-Flo Filter to fit your weekly volume, or mail coupon below.

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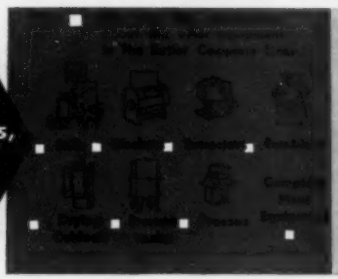

Address BUTLER MANUFACTURING COMPANY,
7452 E. 13th St., Kansas City 3E, Mo.
Gentlemen:
☐ Send me full information about Butler Big-Flo Filters.

Name_____
Firm_____
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City_____ Zone____ State_____

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"VITAMIN Q" message for employees on back of sign; front faces customers of Modern Cleaners. Owner Walt Squires is both drycleaner and Mormon bishop

SALES-SUGGESTION TABLE is set up by two counter girls alternate weeks. Note photomural on partition between store and finishing room

Business Needs Vitamins, Too!

Liberal Doses of Quality, Selling And Service Help Build Up Volume

ALTERATION GIRL HELPS at counter during rushes. Her department is behind partition between store and finishing. Each button rack holds 16 half-pint screw-in-top button jars, bought at auto parts store

"BUSINESS VITAMINS" are prescribed by Mr. and Mrs. Walt Squires for the staff of their thriving Modern Cleaners in Logan, Utah. Their own special brand includes Vitamin Q for Quality and Vitamin S—1, 2 and 3—for Service, Sales and Savings.

The back of the "Quality" store sign shown on this page can be seen from every position in the finishing room. It reads:

"How about your Vitamin Q? It's just as easy to do it right. A little extra care with every garment builds our good reputation and yours, too."

At one end of the store counter there is a sales suggestion table. Sweaters, blankets, drapes and other attractive household items are wrapped in cellophane and neatly displayed. Behind the counter, out of customer view, there is a card with an arrow pointing to the table. On the shaft of the arrow is lettered: "A little Vitamin S-2 will help. Try it."

Each of the two counter girls has charge of the table display for one week. She selects the items to be displayed, most of them from the Squires' home. The next week the table is the other girl's responsibility. Mrs. Squires keeps a record of the displays, which she and Mr. Squires judge every two months. The winner for that period is given a prize, such as a box of candy or an invitation to a steak dinner.

The displays are judged on results as well as appearance. One display was of blue jeans and different colored sweatshirts, all attractively packaged. A card on the table had a picture of a teen-age girl in old blue denim jeans and a sweatshirt. The picture was captioned:

PAVED SIDE PARKING, plus advantages of Courtesy Nickel parking plan, helps Modern Cleaners' all cash-and-carry trade

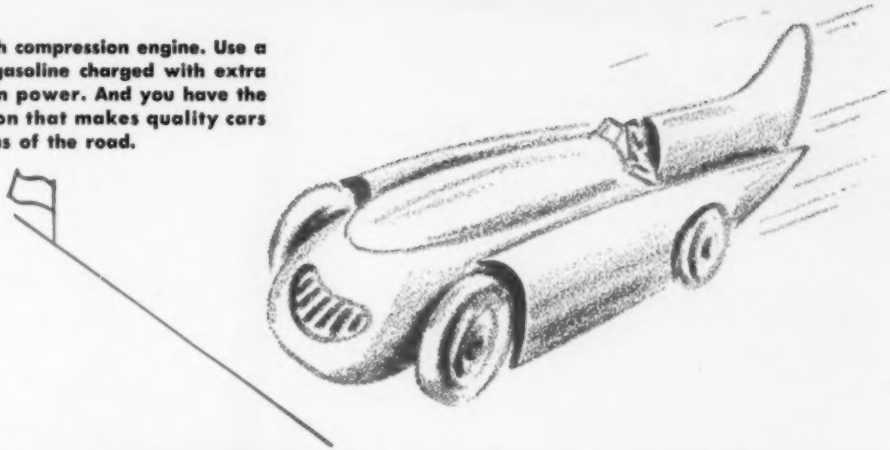
"We agree with you, mothers, a blouse and skirt would look better. But *e-v-e-r-y*body is wearing them and the denims we dryclean do have a different look and feel."

This display started a flow of jeans and sweatshirts that is still holding.

"You can't do much to change the teenager's fads,"

WHAT A COMBINATION FOR EXTRA POWER!

Take a high compression engine. Use a "Special" gasoline charged with extra combustion power. And you have the combination that makes quality cars the kingpins of the road.



WHAT A COMBINATION FOR EXTRA CLEANING POWER!

The same is true of SO-KLEEN. Add SO-KLEEN, with its

ACTIVATED

PENETRATION

Now YOU'VE got a combination that is *supercharged* with cleaning power . . . a combination moreover that is inseparable, because *ACTIVATED* SO-KLEEN *cannot be removed by filtration!* It stays in the solvent, load after load, doing a thorough cleaning job *every time*. Spots and grease and imbedded dirt are removed more easily with SO-KLEEN. That means less spotting and wet cleaning for you!

For the Same Superior Penetration in Synthetic Units Use SO-KLEEN "SY" Perc

Write for bulletin on SO-KLEEN "SY" Penetrant . . . an ACTIVATED formula that adds power to synthetic solvents.

ORDER SO-KLEEN TODAY!

Leading distributors throughout the U. S. A.

MERSON PRODUCTS COMPANY
63 ESSEX STREET, JERSEY CITY 2, N. J.

SO-KLEEN PENETRATES

A *Merson* PRODUCT

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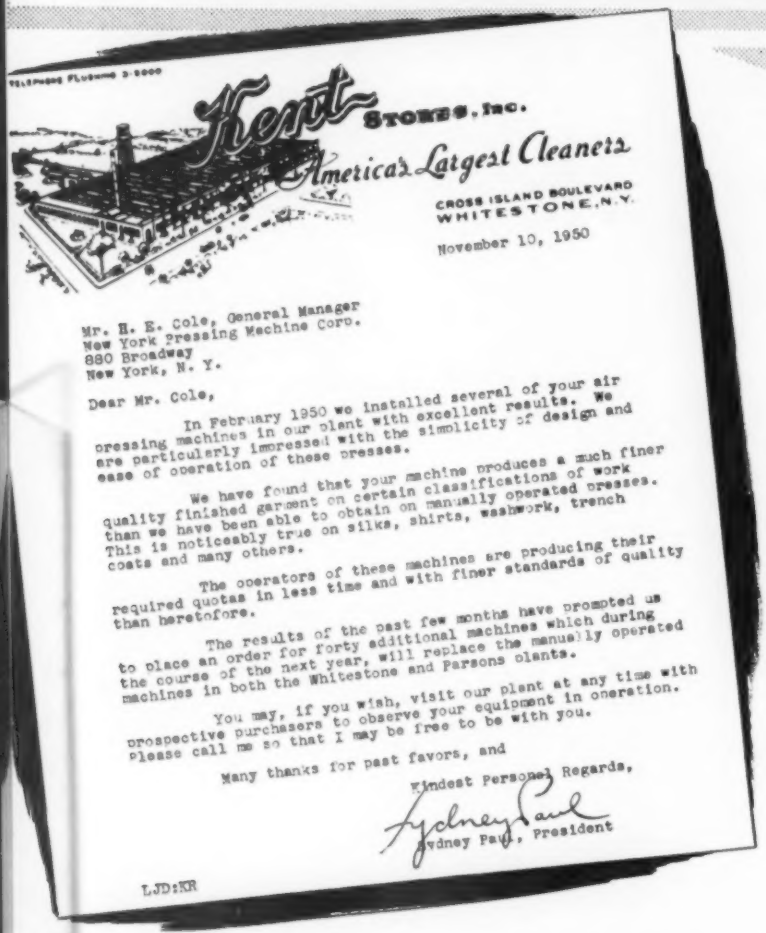

TELEPHONE FLUSHING 3-8000

Kent STORES, INC.

America's Largest Cleaners

CROSS ISLAND BOULEVARD
WHITESTONE, N.Y.

November 10, 1950

Mr. H. E. Cole, General Manager
New York Pressing Machine Corp.
880 Broadway
New York, N. Y.

Dear Mr. Cole,

In February 1950 we installed several of your air pressing machines in our plant with excellent results. We are particularly impressed with the simplicity of design and ease of operation of these presses.

We have found that your machine produces a much finer quality finished garment on certain classifications of work than we have been able to obtain on manually operated presses. This is noticeably true on silks, shirts, washwork, trench coats and many others.

The operators of these machines are producing their required quotas in less time and with finer standards of quality than heretofore.

The results of the past few months have prompted us to place an order for forty additional machines which during the course of the next year, will replace the manually operated machines in both the Whitestone and Parsons plants.

You may, if you wish, visit our plant at any time with prospective purchasers to observe your equipment in operation. Please call me so that I may be free to be with you.

Many thanks for past favors, and

Kindest Personal Regards,

Sydney Paul

Sydney Paul, President

LJD:KR

BECAUSE OF

"...EXCELLENT RESULTS

...EASE OF OPERATION

...FINER QUALITY IN LESS TIME"

Sydney Paul, Pres
Kent Stores, Inc.

PARTS and SERVICE AVAILABLE EVERYWHERE—Write for nearest agency

Mail this coupon today for our Illustrated Catalog, Price List and Nearest Dealer.

N. Y. Pressing Machinery Corp.
880 Broadway, N. Y. 3
Please send me Free Illustrated Catalog, Price List and Nearest Dealer.

Name .....
Title .....
Firm .....
Address ..... Zone..... State.....
City..... NCD-7-51

LEARN ABOUT NEW YORKER'S SAFE "FLOATING POWER" PRESSES

NEW YORK
Pressing machinery corp.

880-886 BROADWAY • NEW YORK 3, N. Y.
Paterson, N. J. — FACTORIES — New York, N. Y.

AGENTS IN ALL PRINCIPAL CITIES

NEW YORKER

"BUILDERS OF BETTER PRESSING MACHINES FOR OVER 40 YEARS"

Mr. Squires said, "but we found you can get considerable drycleaning work from them even when they insist on dressing as farmers."

One small ad is run daily in the classified section of the newspaper. These ads push the service or services which are featured in the table display for the week.

A radio spot on Monday, Wednesday and Friday follows the same theme. At special times, such as Election Day, record-breaking hot or cold spells or weeks of torrential rains, three and four daily spots are used.

"At such times," Mr. Squires says, "a great many more people are listening to their radios and we get more for our money. And when we select a service feature that ties in with the news interest, such as rainproofing or one-day specials on ski clothing, we get direct results."

A year ago Modern Cleaners started bagging all work at the counter when it was received. The business is entirely cash-and-carry. Red bags are used for "specials," where a fast service is promised, and for work that is to go to the repair department first. Regular work is put in white bags.

According to Mr. Squires, bagging has cut down on lost belts, buckles and ornaments, and the red attention bags have aided in speeding work through the plant.

Customer reaction to seeing the garments bagged at the counter has been extremely favorable. Mr. Squires says he knows it's a broad statement but he believes at least 50 percent of last year's volume increase came because the customers like to see their own garments go into a separate bag and started on their way through the plant.

Nickels Draw Out-of-Town Trade

Modern's strong volume increase the past year has come to a large extent from customers who live in small towns in the area and come to Logan regularly to shop.

In making a bid for this out-of-town trade, a group of local businessmen, including Mr. Squires, worked out a courtesy parking plan with the city officials and the police department. A revolving fund of $25 was raised and turned over to the chief of police in nickels. The Chamber of Commerce had "Courtesy Nickel" envelopes printed and "Courtesy Nickel" envelope boxes made and put up on parking meters at convenient locations in the downtown area.

When a policeman finds a car parked at a meter showing "Expired," he places a nickel in the meter and slips one of the envelopes under a windshield wiper. The envelope says that the officer, realizing that the owner may have been detained, has placed a nickel in the meter, allowing another hour's parking. The car owner is asked to return the nickel by placing it in the envelope and dropping it in one of the courtesy boxes. At the bottom of the envelope is a message, "Logan appreciates your patronage and invites you to come again."

An average of 100 of these goodwill envelopes go to car owners each day, meaning that 100 people daily are sold on the idea that Logan is a good place to trade. Surprisingly, the revolving fund is now larger. A good many people return 50 cents or $1 instead of the nickel.

"This plan," Mr. Squires reports, "has actually doubled our out-of-town business." # #

-for foolproof proven efficiency

There is no substitute for PRE-MARKED STRIP-TAGS!

$3.30 BOX (white)
$3.50 BOX (colored)
1,000 strips per box
Each box numbered from 001-1,000

★ Instantly revolutionizes marking methods!
★ Saves 50% in marking and assembly time!
★ Eliminates transposed numbers . . . . . claims!
★ Clear Bold Numbers . . . No eye strain!
★ Ink damage impossible - Throw your ink away!
★ Tear them off - staple them on . . . that easy!
10-BRIGHT COLORS: numbers 1 to 30 in each color
300 color number combinations

Ask your distributor or write
PRE-MARKED STRIP TAG CO.
3232 INDIA ST., P. O. BOX 2430
SAN DIEGO, CALIFORNIA

-for best results use both tags together!

Also, the NEW - 20 SPECIAL INSTRUCTION TAGS in six bright colors -a color for each dep't.
Let TOKEN-TAGS show you how to do it right the first time.

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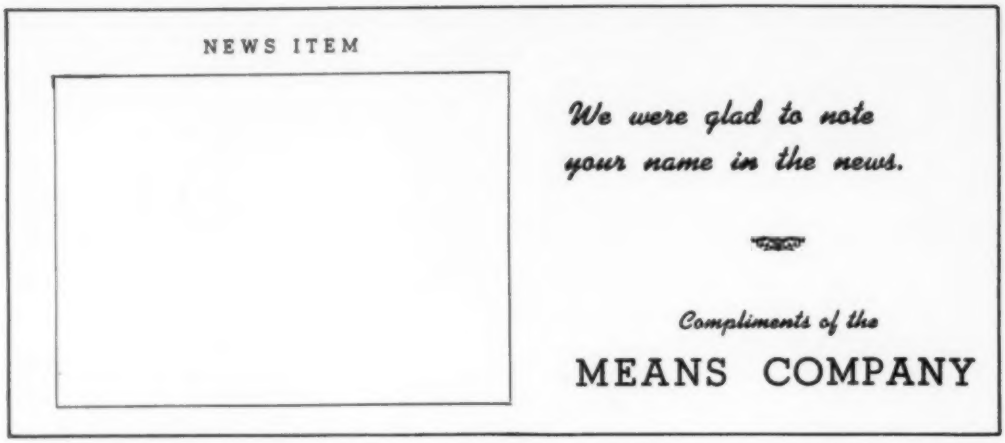

RURAL BUSINESS BUILDER has been use of blotters to which news clippings were pasted and sent to persons mentioned in news items

Country Routes Run $1,000

South Dakota Cleaners Use Six Routemen on Three Trucks With Promotion-Backed Success

by WILLIAM R. PALMER

YOU MAY WANT TO ARGUE the practicality of using two men per truck. It certainly is evident, however, that special treatment must be given to a route averaging over $1,000 a week in drycleaning, at a base price of a dollar, plus a modest volume of laundry handled on an agency basis. Particularly if you have three such "country" routes, and all of them range out 60 to 85 miles from the plant.

The drycleaners enjoying that business are the Means brothers of Yankton, South Dakota, who operate Means Vallet Cleaners, which was started by their father in 1927, and also Means Broadway Cleaners, purchased from a competitor a couple of years ago.

Several factors can be credited for the success of the routes. The most obvious, a price advantage, is actually the least important. The base price of a dollar is lower than most cleaners charge in that section. However, the "ups" for difficult garments are comparable to other plants' charges.

More important is constant sales promotion based on personal contacts with the customers. The Means Company subscribes to every county weekly published in the territory it serves. Each edition is carefully screened for news items about local people. All births, deaths, marriages and illnesses are recognized by simply inscribed cards of congratulations, condolence or best wishes for recovery.

Most effective have been the blotters carrying news clippings. All favorable news items, from passing merit-badge tests by Boy Scouts to receipt of national honors, are clipped and pasted in the rectangle shown on the blotter illustrated above. Hundreds of South Dakota homes have these blotters in their collections of treas-

SIMPLE CARDS of goodwill are appreciated by firm's prairie friends. Another simple type of promotion is message printed on back of cafe checks, supplied by the Means Company to most restaurants and cafes in the trading area

BLENDSOL

AMERICA'S FAVORITE FILTER SOAP

★ Uniformity and efficiency result of 24 years of chemical research

The new Blendsol reflects the know-how resulting from chemical research started when pressure filtration was first introduced to the dry cleaning industry and which has continued without interruption during the ensuing years.

This assurance of strict uniformity has special significance during periods of shortages resulting from war. The high standards for testing of raw materials and finished product which we maintained throughout War II are being followed with equal skill and tenacity during the current emergency. By standardizing on Blendsol the busy operator can direct his attention elsewhere, with the comforting assurance that each washer load will be cleaned with uniformly outstanding results.

★ Factory-mixed for busy operators

Blendsol is ready for use, just as it comes from the drum. Skillful mixing at the factory relieves the busy operator from the inconvenience of preparing dry stocks.

When drawing Blendsol from the drum for cleaning those classifications which require no added water, the operator has complete confidence that all ingredients have been perfectly mixed in accurate proportions at the factory.

For those classifications which do require added water, the operator finds that Blendsol lends itself to convenient preparation of outstanding water stocks.

★ A scientific blend of highly refined oils, detergents, emulsifiers and homogenizers

Blendsol combines all the ingredients required to provide for insoluble soil removal and whiteness retention when using the popular, streamlined fresh-soap-to-each-batch method in the filter system.

The components selected for emulsification and homogenization also provide for the making of outstanding moisture stocks which in turn disperse into a finely divided colloidal state in washer solvent.

★ Expert field technicians at your service

Our field service is nationwide. A factory-trained technician is near you. We invite you to use him as a consultant.

Although the use of Blendsol requires no special instructions, and the directions on the label provide a simple technique for producing quality cleaning, our field technician in your community may be called in for service pertaining to solvent analysis, filtration, distillation and all other phases of cleaning room operation.

★ Builds No Filter Pressure.
★ Leaves No Trace Of Soap Odor.
★ Produces Perfect Dispersion Of Water In Washer Solvent.
★ Requires Only Nominal Amounts Of Sweetener Powder For Complete Removal From Filtered Solvent.

Made by chemists who know filters best!

R. R. STREET & CO., INC.

561 West Monroe St.
CHICAGO 6, ILLINOIS

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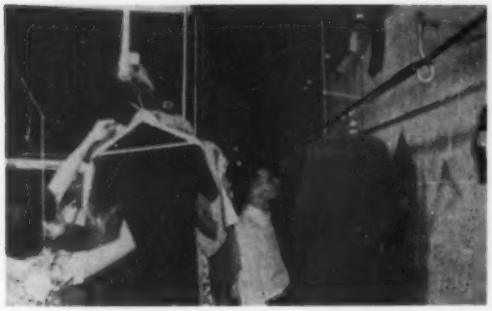


PLANT IMPROVEMENT just completed under day-a-week program is spiral wire and pipe type conveyor being studied by George Means

LATEST GOSSIP is Vallet plant's new look of blonded wood and deep purple trim. Mike Means has reason to look proud

ures. And they love the Means Company for noticing the story.

Driver training and supervision is probably the strongest reason for the success of these routes. Sales manager Murray Gibson's important task is to work with the boys on both the two city routes and the country routes. Two men aren't automatically assigned to each country truck. The regular salesman goes through a long period of training and seasoning. Not until he has proven himself a salesman and a creditable representative of the company does he have a helper assigned to him.

When a driver and his helper are well organized they can go through a small town or hamlet in a matter of minutes. Sometimes they divide their calls, taking customers on opposite sides of the street. Sometimes the driver sells while the helper picks up. Sometimes one picks up while the other readies the bundle. It is the ability of the driver to organize the teamwork that fills the truck. Essentially, by using two men a two-day run is made in a single day, thus eliminating one truck and part of a driver's commission for each truck.

Each of the country trucks and its crew put in four terrific days per week, sometimes in peak seasons leaving the plant at 4:30 in the morning and getting back at 9:00 that night. Then on Wednesdays and Saturdays the country trucks work barely a half day on relatively short runs out of the city.

The trucks are owned by the routemen, painted by the company, maintained by the routemen. The routemen receive a percentage of their drycleaning receipts, contract individually with the Yankton Laundry for the laundry volume they handle, and pay their own helpers straight salaries. All the men buy their own uniforms.

Credit Management Course

The Means Company is a rather complex organization with the two plants operating under one management. Mike Means, with accounting experience, handles the business end of the plants. George Means and the production superintendent, Bob Neubrand, are both recent graduates of NICD's management school.

George and Bob came back to the plant primed with ideas, made plans, figured and studied. Net result—nothing! They were always too busy with production problems from day to day that seemed more urgent. So the long-range plans lay gathering dust.

Finally the two took the bull by the horns and decreed that, come hell or high water, Bob was to spend every Monday doing something for plant improvement. Monday is usually the slow day for the

FOUR NICD GRADS in city of 12,000 is a record, especially with one company. Bob Neubrand shown here and George Means attended management school; spotters Gene Stocking and Del Donehue took general course

Yankton plants. But even if the plants are bulging with work, Bob sticks to plant improvement, changing layout, building conveyors, improving ventilation.

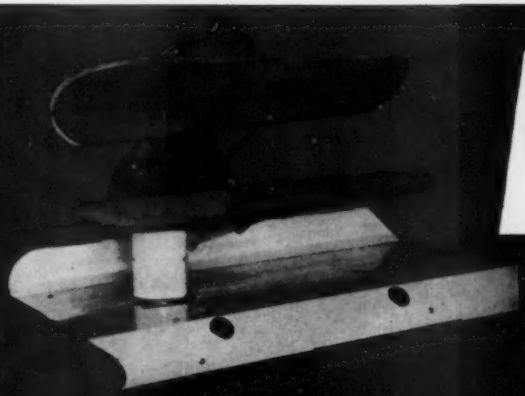
The reader can appreciate that with a sixth of his time devoted to improving the plant, things are really changing around the Means premises. George and Bob give NICD's management course credit for improvements in production, but they deserve credit for *making* the time to put those improvements into effect.

Modernized Store

The Means Vallet store is now one of the most attractive business places in Yankton. Mike Means had partitions, counters and cases of blonded wood installed and trimmed with deep purple to contrast. The walls and linoleum on the floor are dark neutral shades that further set off the blond wood.

The counters, with toe recesses along the bottom, are in short sections to permit easy access to and from the offices across the aisle. Also, it is easier to assist customers to the door with heavy bundles.

The brothers are particularly proud of their new store furnishings because the plant encourages visitations by customer groups. They now expect an annual visit from students of every school in the area who may be further attracted by the candy and favors handed out. Frequently a teacher and a group of children will appear without warning. In that carefree rural way the teacher decided it would be a nice day for the visit to the drycleaner and they hopped the daily bus for the 30- or 60-mile trip. Such popularity must be deserved. # #



AJAX

DRY CLEANING PRESS

Exclusive Features:

- ALL-STEEL CONSTRUCTION —built to last a lifetime.
- COMPACT DESIGN —requires minimum floor area.
- FIVE BUCK STYLES —all with ample work areas above and below.
- DETACHABLE VALVES —vacuum, buck steam and head valves, all easily accessible, quickly removable.

Fast! Smooth! Easy!

Not One — Not Two — BUT THREE AIR-OPERATED CONTROLS

The ultimate in speed, efficiency and ease of operation is yours with the streamlined new AJAX. Three conveniently located, air-operated controls eliminate waste motions, reduce operator fatigue and increase production. Only AJAX gives you such flexibility of operation — with such precision, simplicity and economy.

For the full story on the money-making advantages of the new AJAX, mail the coupon below for your free copy of the latest data folder.

AJAX

WESTERN LAUNDRY PRESS CO.

Manufacturers of AJAX Presses since 1929

Write for FREE FOLDER

Western Laundry Press Co.
611 South 5th West
Salt Lake City 4, Utah
Please send your free folder on the new AJAX Dry Cleaning Presses:

Name.....

Address.....

City and State.....

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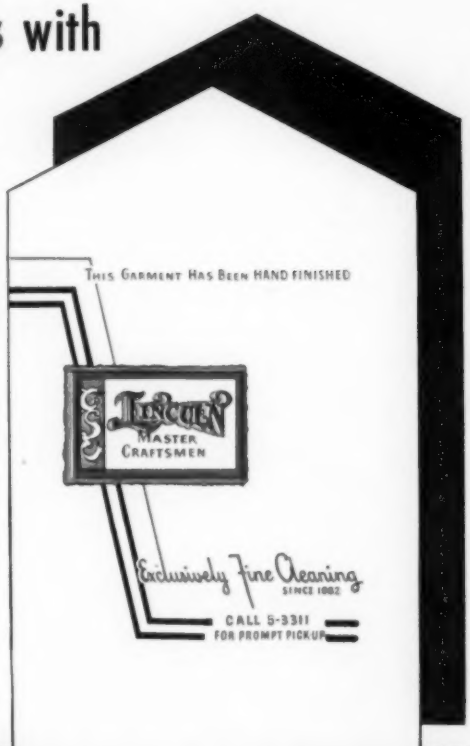
Leading dry cleaners and launderers from coast to coast have increased **customer satisfaction** and are building **repeat business** with quality packaging—**Lincoln** packaging is designed to sell additional services and build good will for you!



Build business with Moth Seal all year 'round

Serving the launderers and dry cleaners of America

Lincoln Bag Company, Inc.
Para-Lux Products Company
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NEWLY DEVELOPED PROCESSES

FOR THE USE OF

"BUCKEYE SIZE"

To restore the original life, lustre and resiliency to:

1. *Laces and nets by spray process*

2. *Silks, woolens, linens, synthetic fabrics and drapes by immersion*

3. *Sport shirts and wash pants by immersion process after wet cleaning*

Clip and mail coupon now for a generous size, trial sample FREE.

(Distributed through Jobbers in U. S. A.)

THE DAVIES-YOUNG SOAP CO.

BOX 995, DAYTON 1, OHIO

TRY THIS SIZE FINISH FREE!

THE DAVIES-YOUNG SOAP CO.
BOX 995, DAYTON 1, OHIO NCD 751

Without obligation, mail me enough "BUCKEYE" Size for thorough trial FREE.

Name.....

Address.....

City & State.....

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1. MINK HAT STRIP, dye brush, and dye mixed in old cup

2. SECOND APPLICATION of dye darkens shade

How To Blend a Fur Strip

Old Mink Piece Dyed for Hat Trim By Following Simple Instructions

by DAVID G. KAPLAN

MANY DRYCLEANERS HAVE ONE ADVANTAGE over the average furrier; they are accustomed to handling dyestuffs and dyeing garments. A small stock of ready-mixed fur dyes, which can be purchased from any of several supply houses, will produce fine results if the directions supplied with the dyes are followed.

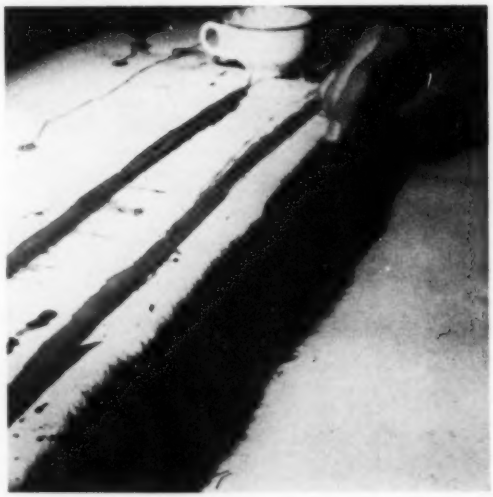
Because of the varying nature of furs, there is no one universal dyestuff. Each class has its own compound, but a supply of three or four will cover most common furs.

Mention has been made of the apparently inexhaustible stock of odd fur pieces hoarded by your average customer. One drycleaning customer had an old, faded strip of mink which she wanted to have darkened to a walnut-brown shade so that it could be used as a hat trimming.

Most of the mink blends come in two bottles, to be combined in equal amounts to produce the quantity needed. If a slightly darker shade is wanted, you are advised by the directions to apply the dye equally and immediately iron it dry with a hot iron wrapped in heavy kraft paper. Successive applications, each ironed off as described, enable you to darken the fur. The dye can be applied a shade at a time almost immediately.

It should be noted that the effect of the dye is not instantaneous. The color will show only after the fur is dried or ironed off.

In this particular case, maximum darkness of shade was wanted. The dye was therefore applied to the fur firmly and evenly with a dye brush (see Photographs 1 and 2) and allowed to dry overnight without any ironing. The next day the mink strip was brushed out and a second dye application made (Photograph No. 2).



3. TOUCHING UP LIGHT AREA with one-row narrow striping brush. Final step involves use of artist's brush

After another day of drying, the fur was again combed and the light streaks touched up with an art brush dipped in the same dye. A final combing, and the piece was machine-taped for the milliner.

The whole job took less than a half hour of elapsed time, each individual step requiring a minute or two. The material cost, including the dye, was less than 50 cents, but the charge of $3.50 was made as a "favor" to a good customer. # #

PERMAFIBER marking tag stock

say

1. **American Institute of Laundering**
2. **Electrical Testing Laboratory**
3. **Mill Laboratory**
4. **Commercial Laundries**
5. **Commercial dry cleaners - petroleum and synthetic**

Put **Permafiber** through your strongest chemicals and solvents . . . test it by marking . . . tearing. You'll agree that **Permafiber's** strength actually **INCREASES** when wet . . . that **Permafiber's** nine colors can't bleed, run or stain. And you'll be amazed how **Permafiber's** new, non-oily surface takes ink smoothly, swiftly . . . holds it indelibly during processing.

PERMAFIBER OFFERS YOU DOLLAR SAVINGS TOO! Permafiber costs less, saves time in marking and sorting, eliminates plant confusion and garment loss.

AMERICAN INSTITUTE OF LAUNDERING · CERTIFIED WASHABLE

Next time you order insist on ***Permafiber.*** *For samples and name of nearest* ***Permafiber*** *dealer write to:*

Permafiber Corporation 450 SEVENTH AVENUE • NEW YORK 1

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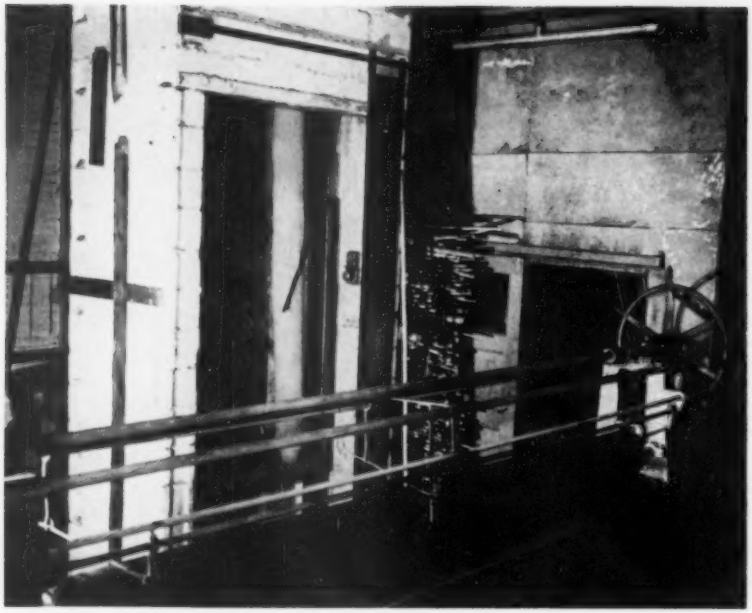


RUG LIFT is six feet behind the wringer. Dryroom is to the right, bamboo poles are stacked in between

Rug Lift

Solves Problem of Moving Rugs Between Floors

by WILLIAM R. PALMER

ON SUNNY DAYS in Brooklyn, New York, Aram Yeramian takes his oversize rugs and dryroom overflow to the roof of Arax Rug Cleaners for drying. After a season of wrestling rugs up the narrow stairs to the rooftop, he installed a lift.

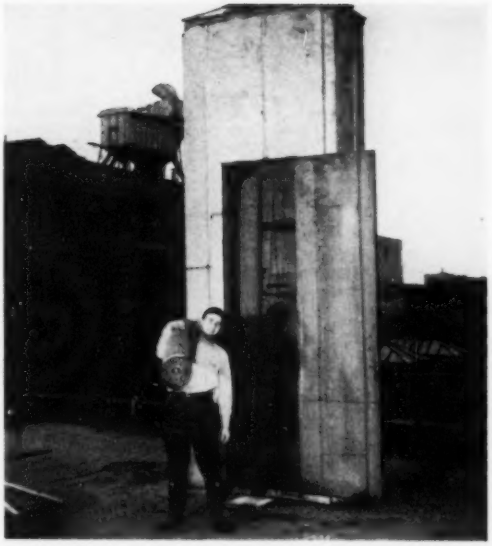
The housing is composed of cinder block set up on the washroom floor, topped by a sheet-metal tower above the roof. The lift mechanism itself moves up and down on rigid channel irons within the housing, and is equipped with automatic trippers at both top and bottom to stop the lift.

As shown in the picture the lift is just behind the "dry" side of the rug wringer, with a stack of bamboo poles alongside. The wringer operators lay a pole on the edge of the rug coming through and start to roll the rug. When finished, the rug is set on end behind a steel arm that holds it erect on the lift. Having started the lift, the men can turn back to the wringer without concern for stopping the lift.

Meanwhile the man on the roof can unload and spread the rugs and return the lift, which will be back in place by the time the wringer operators are ready for it.

In the slow seasons, particularly in summer when the volume is very light, Mr. Yeramian may not even fire up the boiler to heat the dryroom. With a smaller crew working, the lift could be loaded to capacity by the wringer operators and run up to the roof. While the lift is rising the men can go up to the roof. The lift has stopped automatically and will be waiting for them.

That's the way Mr. Yeramian used to do it. But volume is bigger now, and the dryroom keeps pretty busy. # #



BRACE ON RUG in lift is movable; helps pin six or seven rugs on lift platform. Wire mesh is part of lift

McGrath

VD SPOTTER unexcelled for pre-spotting and hand brushing of water soluble and solvent soluble stains on silks, celanese, rayons and other fine fabrics.

PURO has advantages of chloroform without the disadvantages. Ideal for touch-ups and any spotting without necessity of rerunning.

SPEEDEE, the fastest working, safest of all paint, oil and grease removers. Flushes out freely with water or organic solvents such as Stoddard or chlororinated solvents.

PLUS unexcelled in removing perspiration and large food stains on dry side without harmful effects of water. Yet, can be used with water if desired.

WET SPOT saves costly reruns when dry solvents are used. The chemical make-up of Wet Spot makes it invaluable to the operator because of its ability to remove soil, albumin, paints, oils, and greases, using wet spotting methods.

ADCO DETERGENT..the original pine spotter..used by cleaners the world over since 1925.

NEUTRA, a neutral wet spotter penetrant and lubricant. Stable to acid or alkali. Safe to colors.

the world's
FINEST SPOTTERS
for every spotting need since 1925

Anything any spotter can do, they can do better... and at less cost!

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"It costs less to use the best"

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you do Beautiful Cleaning

Whether it's a difficult-to-clean taffeta or the normal run of easier to handle fabrics, "400" with its revitalizing "Food for Fabrics" patented ingredient assures you of *beautiful dry cleaning* every load.

1. 400's patented "Food for Fabrics" ingredient restores vital natural oils to every type of fabric.

2. 400's maximum efficiency means minimum labor costs . . . less spotting, finishing, wet cleaning.

3. 400's "wide margin for error" lets inexperienced help do expert cleaning.

4. 400's positive moisture control insures perfect cleaning . . . any climate, any time.

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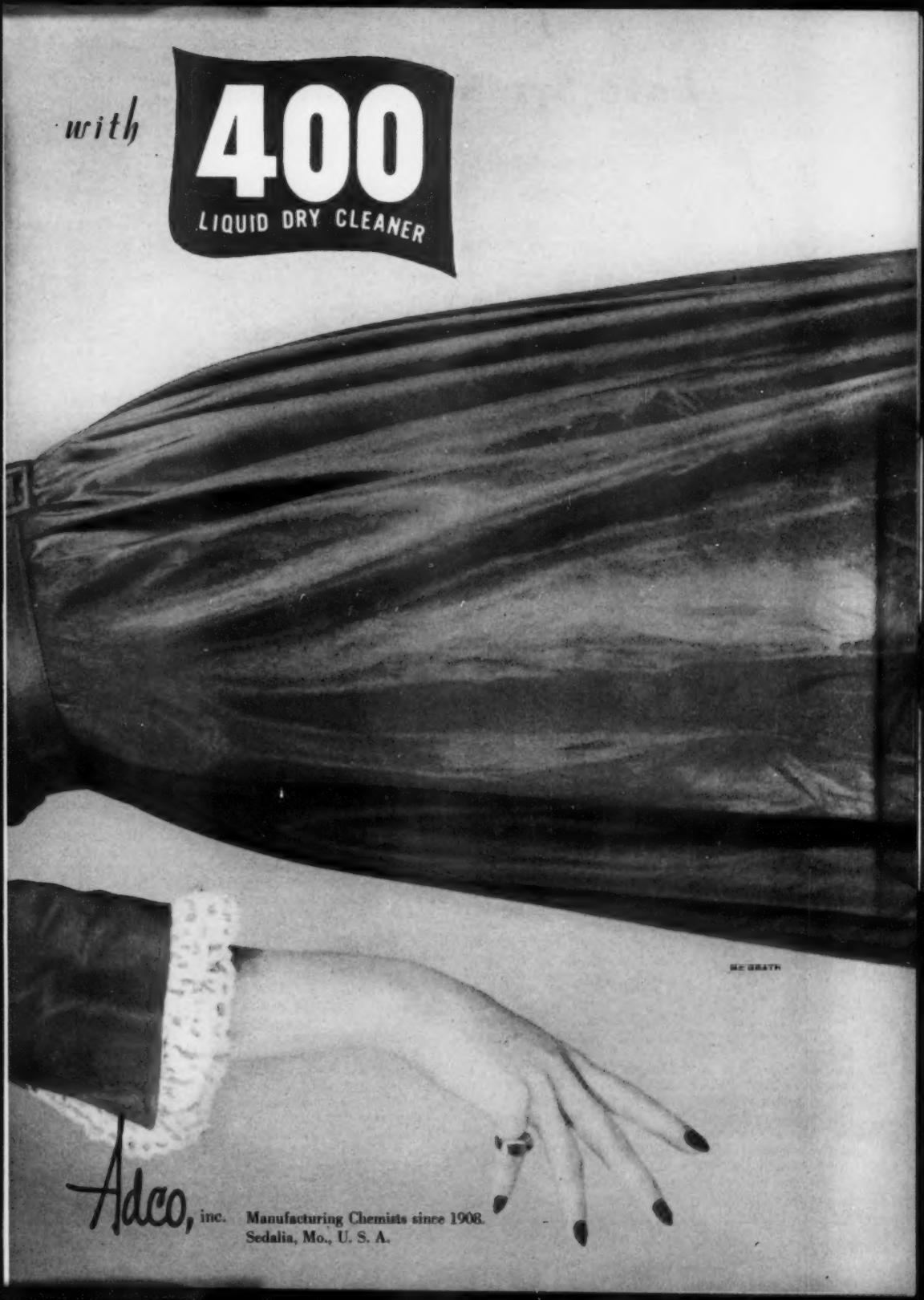
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400
LIQUID DRY CLEANER
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Save Synthetic Solvent

Suggested Ways To Stretch the Supply By Careful Operation and Maintenance

by ROBERT S. BOWER

Sales Service Supervisor, Emery Industries, Inc.

THERE ARE ONLY SIX PLACES for solvent to be lost in any synthetic unit operation: (1) lost in still residue; (2) lost in filter muck; (3) lost through improperly dried clothes (unrecovered solvent); (4) lost through tank and stack vents; (5) lost through leakage or spillage; (6) lost through use for prespotting, etc.

One of the leading manufacturers of perchlorethylene cleaning units at one time quoted a cost of one cent per pound for solvent but is now using 1½ cents per pound.

Too many units aim at quality "that will just barely get by" and minimum cost. This results in very short cleaning runs and long "cooking" of the garments in order to remove that last drop of solvent. Yet there is a happy medium between quality and solvent cost. This should give top quality and still have a solvent cost of between 1½ cents and 2 cents per pound.

In most cases constant attention must be given to the machine and its operations if these costs are to be in line. Following are items that will cause solvent costs to run to excess if they are not looked after continually.

Steam: Wet steam does not contain as much heat as dry steam even though the pressure is the same. Therefore, if garments are to dry in the allotted time, and stills are expected to do an efficient job and yet keep up with the cleaning cycle, it is necessary that this steam deliver as much heat as possible. Plants that do nothing but drycleaning are usually the worst offenders on this score since they seldom carry more than 70-80 lbs. pressure on the boiler. The so-called "bucket-type trap" is usually quite satisfactory in plants where boiler steam pressures run 100 p.s.i. or more.

However, it is recommended that if there is any doubt about the dryness of the steam, an impulse type trap be installed (a good line strainer must be installed in front of any make of impulse trap). This type of trap is recommended on any type of machinery requiring maximum heat. They are used extensively in laundry machinery but generally give steam which is too dry for pressing, spotting, etc.

Water Separators: All water separators on synthetic cleaning units work on the principle that since water is lighter than the chlorinated solvent it will float on top and when the level becomes high enough it will overflow either to a drain or to some sort of a container. If this water separator is an open-type system where this water is allowed to drain freely, there should not be too much trouble with lost solvent, providing part of the separator does not stop up and allow solvent to overflow with the water.

Another type of separator which is used extensively is one in which the system is entirely closed. In this one, a jar or container catches the water and must be emptied periodically. If this jar is left off, it means that some solvent will come over and also fumes will escape into the air, resulting in a loss of solvent.

The only substitute for this glass jar or container is to use a larger container which will probably sit on the floor, but it is absolutely essential that there be a positive connection between this container and the machine. This is most easily taken care of by using a plastic hose coming off the machine and entering a container which is partially filled with water. The plastic hose must go below the water line to keep fumes from passing into free air.

Always check water separators for possible collections of lint. It is important that the enclosed type be emptied frequently.

Fans: All drying or deodorizing is done with air in an enclosed system, actuated by fans. If the fan blades or fan housings become coated with lint, it greatly decreases the volume of air and thus retards drying. Therefore, all fans and fan housings should be opened up and checked periodically. Of course, the air ducts leading to and from the fans should also be checked at the same time for possible deposits of lint.

Exhaust Valves: All machines are built with some sort of exhaust valve which will cause air to be drawn in through the machines and out through a stack to a point outside the building, when the door of the machine is opened for loading or unloading. This valve is generally of the butterfly type and is one that is very hard to keep tight. The fumes that escape through this valve are lost and can never be reclaimed. Therefore, it is of the utmost importance that this valve be checked quite often, even once or twice a day not being amiss, because it takes a very small particle of lint to hold this valve open far enough to allow considerable solvent loss.

Prespotting: On the whole, synthetic cleaning units do not lend themselves to prespotting and respotting to the same degree of efficiency and satisfaction as do petroleum units. One of the principal reasons for this lack of versatility in this phase of their operation is the difficulty experienced in handling synthetic solvents in the open for use in prebrushing solutions, etc. The loss by evaporation, operator discomfort and possible hazard to health are high when such solvents are used for saturating garments before prespotting or respotting.

However, if synthetic solvents are to be used for this saturating of garments as well as prebrushing solutions, the solutions or solvents must be kept in tightly covered containers when not in use, in order to reduce solvent cost.

One possible solution to this problem is suggested

"Don't shoot till you see the whites of their eyes"

Good advice, but for a really effective way of making those pesky moths bite the dust try MONITE! It's sure-fire moth protection . . . always a customer-clincher . . . and yet it costs the cleaner so little. Only 1½ cents per average 3 lb. garment . . . and it's applied in the wheel, no extra labor or equipment required.

MOTH PROOF CLEANING

Adco, Inc.

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in NICD bulletin #T-180, dated November 6, 1947, "Prespotting Precautions." In paragraph five they suggest the following:

> It is not very practical to saturate a garment with perchlorethylene or carbon tetrachloride before applying a prespotter, because of the solvent used, the undesirable fumes, and the fact that a synthetic solvent is not as effective as petroleum solvent in slowing up the action of the prespotter on colors. A high-flash petroleum solvent such as 140F solvent often can be beneficially used in synthetic solvent plants for wetting out garments before applying prespotters. Such a solvent will rinse out easily in the synthetic system and will be easily removed from the synthetic solvent by distillation. (*Since 140F solvent is classed as a flammable solvent not more than 1 quart of it should be kept inside the building in a suitable metal container at any time. Otherwise the plant would be subject to the requirements of 140F solvent plants under the standards as recommended by the National Board of Fire Underwriters.*)

Filter Pressure: Since practically all synthetic units use centrifugal-type pumps, it is important to keep filter pressures low. This is true because when certain maximum pressures are reached it is necessary to scrape down the filter and often clean it out. Every time a filter is cleaned out there is a certain amount of solvent lost. Therefore, excessive amounts of filter powder and absorptive powder will necessitate more frequent cleanouts and increase the cost of solvent.

Reclamation Coils: For reclamation coils to operate at maximum efficiency it is necessary that they be kept absolutely free of lint. It is well to check these coils periodically and if lint has built up in them, make sure that it is completely cleaned out, leaving the coil free to do the maximum job.

Solvent Temperature: The hotter the solvent becomes in the machine, the greater will be the evaporation. Therefore, the hotter the solvent, the more will be lost when the loading door is opened.

Recently we ran into one unit where the loading door was allowed to stay partially open all the time the machine was not in operation. They claimed this was done in order to increase the life of the gasket around the loading door. However, the cabinet is always full of fumes and by leaving this door open the fumes were being lost to the atmosphere.

Further, to accentuate this trouble, we found that the steam valve on the inlet side of the heating coils was "frozen" open. This meant that the entire machine was being kept well above 100 degrees which greatly increased the evaporation. (In this plant they were complaining of a solvent cost of approximately 19 percent!!!)

Lint Bags: If the lint bags are not kept free of lint, they will greatly retard the passage of air and thus retard the drying. Further, it is important that in the beginning of the extraction cycle solvent is not allowed to be thrown up into these lint bags and thus get them wet. If they do become wet it will be impossible to dry a load in the given drying time; in fact, the load may look so wet it would appear as though the machine hadn't extracted.

Running Times: In some plants, particularly those that do not have 100 p.s.i. steam on the boilers, it may be necessary to increase the length of the drying time on hot air and also increase the cooling-down period to at least 5 minutes.

Cool-Down Load:

100 cubic feet of air at 160° F. will hold 10 lbs. of perchlorethylene.

100 cubic feet of air at 80° F. will hold 1 lb. of perchlorethylene.

100 cubic feet of air at 65° F. will hold ½ lb. of perchlorethylene.

Therefore, it is of the utmost importance that the air in the unit be kept as cool as possible. When the door is open for loading and unloading, this air from the unit is going to be drawn out through the exhaust stack. The hotter the air, the more solvent will be wasted.

Load Sizes: Overloading a machine will greatly increase solvent cost because of incomplete drying. Load sizes should be held to those prescribed.

Further, if clothes are laid in lengthwise rather than being thrown in, they will come out containing less perchlorethylene. Clothes that are laid in will be freer of wrinkles and easier to finish.

Predrying: When clothes are predried it is possible to to give them a longer extraction time without objectionable wrinkles. This longer extraction time will mean an increased saving in solvent and still produce clothes that are easy to finish. Predrying will decrease lint collections in the lint bags, which, in turn, will produce more efficient drying. Also, it will reduce dirt in the filter.

Batch Run: All units using a moisture-bearing soap plus a filtered rinse should have at least a 4-minute run before going on the filter. By this we mean there should be a full 4 minutes from the time the soap is put into the machine until the filter pump starts. If there isn't a full 4-minute period before the filter pump goes on, it is possible to get some moisture into the filter and filter bags which will increase the filter pressure and thus cause more frequent backwashes and cleanouts. Of course, if the moisture goes into the filter, it does not go in the garment and cannot contribute to the cleaning of the garment.

Still Operation: The manufacturer's recommendations on the care and operation of the still should be followed closely. It is absolutely necessary that the still be completely boiled down in order to remove the maximum amount of perchlorethylene from the residue. Some cleaners have found it advantageous to keep all residue in covered containers and then once a week, generally Saturday morning, pour this back into the still and redistill it and thus save another few pounds of perchlorethylene.

Leaks: It is absolutely necessary that a close watch be kept for all leaks on any synthetic unit. The most likely places for leaks are around packing glands on pumps, valve stems, sight glasses on stills, washers and filters.

The best way to detect leaks is to make sure that the entire unit is kept spotlessly clean at all times. Then if any brown deposits appear, the trace of a leak will become very evident.

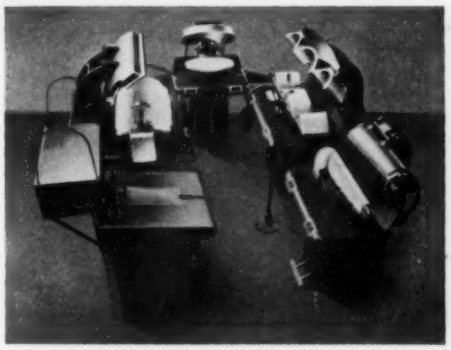
Recently we visited a plant in which the entire floor was wet. The floor was well coated with dried-up soap solution and lint. Upon checking the floor, we found that it was covered with perchlorethylene from a leaking pump gland that was dropping approximately 2 ounces of perchlorethylene per minute. Also, there were several places on the machine where there were leaking gaskets, but because the side was dirty and covered with residue it was hard to see these. If this machine had been kept spotlessly clean, the slightest leak would have become evident as soon as it started. # #

Every Month Has at Least 4 Shirt Days *

* 4 Days to Capture Regular Weekly Drycleaning Volume

Shirt laundry service builds big repeat business. And not just on shirts alone—on drycleaning, too! For, as the homemaker comes back each week for the fine shirt finishing you do with your Hoffman Laundry, she brings along drycleaning.

Get in step with the times. Ask your Hoffman representative for the "double profits from small investment" story on the Hoffman Shirt Laundry—before you miss another shirt day.



THE HOFFMAN 3-GIRL SHIRT LAUNDRY—A complete wash-to-finish set-up for fast, high-quality production. Two girls on finishing. Includes all items (accessories and instructions, too) . . . needs only 10 x 20-foot area. Call or write for Bulletin A-741 now.

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QUESTIONS and ANSWERS

Water Bleeds Corduroy

This gray corduroy skirt was prespotted with paint remover, cleaned and then spotted with the steam gun. What caused the light spot on the front of the skirt?—*H.L.C., Michigan*

The color loss probably was caused by the spotting with the steam gun. Corduroy, particularly some blue shades, frequently is not colorfast to water or steam spotting. The gray of the skirt is a blue-gray in which the blue has bled to leave the lighter gray spot. Tamping while steam spotting may also have aided the color in crocking off.

If the customer is willing, the color of the skirt may be leveled by bleeding off the rest of the blue dye in a water bath with a wetting agent. After a couple of hours' soaking, the skirt should be wetcleaned in soap that is built slightly with some ammonia. If the skirt is part of a suit, the jacket must be similarly treated.

"Dry" Clean Rayon Taffeta

We cleaned this pink taffeta dress in solvent and it lost color and life. Was it our fault or the garment manufacturer's?—*B.T.L., Florida*

This dress is regenerated rayon taffeta which was given "body" by adding a water-soluble sizing. This sizing will be removed by any application of water either in a bath or in spotting. The loss of sizing permits yarn slippage and bleeding of the dyestuff.

The seams of the pink dress are slightly frayed on the unturned edges, indicating that the dress was subjected to considerable moisture. Such fraying is characteristic of a wetcleaned garment. Since this dress was only drycleaned it is quite likely that a soap formula containing a high percentage of moisture was used. If it was a humid day there was sufficient moisture in the wheel to remove the sizing and dyestuff, and to fray the raw edges of the seams.

Resizing such a rayon taffeta dress is impracticable. Therefore, wetcleaning and all stain removal requiring water cannot be done, which renders the garment unserviceable from the customer's viewpoint. Strictly speaking, however, the dress can be drycleaned, if no moisture is included in the process.

Apply Soap on Upturn

What caused the large stains on these blue trousers?—*P.T.D., South Carolina*

The acetate dyestuffs used to color these trousers are very fugitive to alcohol. Under ultraviolet light it is apparent that the "stains" are actually color loss, but also the entire garment has lost color slightly, something that was not apparent in normal light.

It is probable the damage occurred from alcohol in either prespotters or in the soap used in the drycleaning wheel. This type of damage is frequent where the spotter neglects to saturate the stained area of an acetate garment with solvent before applying the prespotter, or where the garment wasn't immediately rinsed in the washer after the prespotting.

Frequently this damage occurs when the drycleaner pours the soap quickly into the wheel while the cylinder is turning toward him. This dumps the soap practically all in one spot. If that spot happens to contain an acetate garment there is enough concentration of the alcohol to start the color moving in a hurry. The simple prevention is to insist that the soap go on the cylinder while it is moving upward away from the drycleaner.

Sometimes acetates packed in a suitcase or trunk get saturated with alcohol from liquor, perfumes, shaving lotions or rubbing alcohols. Generally this should cause noticeable color loss even before the garment is drycleaned. Occasionally the dye may be merely loosened to the point where it would come out in the cleaning.

Gold Thread in White Dress

This white dress with a gold thread was originally laundered, but could you tell how many drycleanings it will stand.—*F.M.G., Georgia*

There are too many variables to make it possible to predict how many cleanings a garment could stand. Heavy soiling between cleanings will cut down the garment's life, as will long intervals between cleanings. The type of soil makes a difference, as well as the method of cleaning. The care or the wear and abrasion on the fabric by the customer also affects its life.

Bending metal fibers either in wear or cleaning breaks them, and the broken ends increase the damage to the rest of the fabric. Corrosion of the metal causes discoloration. Incidentally, the souring and bleaching of the laundry process probably increased the corrosion of the gold threads. Also, the mechanical action of the laundry washer probably had greater effect on breaking the metallic thread than does a drycleaning washer.

However, if the garment is not mishandled during drycleaning processing, it will be damaged under the arms due to perspiration acid before it is affected by the drycleaning process.

Finishing Heat Too High

This nylon-acetate shirt was cleaned with the regular load of silks and finished with a steam iron. What caused the torn areas and fading?—*K. C., Arizona*

The damage to this garment was caused by a fusing of the acetate fibers through the use of too hot an iron. Both nylon and acetate fuse at fairly low finishing temperatures. Once this fusion has taken place, the fiber and fabric become hard and brittle. In this condition even a slight strain will cause the fabric to break.

The faded appearance of the shirt is also due to this fusing of fiber. Once the fabric becomes glazed in this manner, the reflection of light from the garment is altered, which then affects the color.

This damage might have been done at home or in the cleaning plant. It might be advisable to check your low iron setting on a sample of acetate fabric to make certain there is no failing in your iron. An actual temperature reading can be taken by fitting a laboratory thermometer into a slot in a piece of asbestos and placing the iron over the thermometer.

Save 50% In Pressing Cost

By JACK

Palm Beach, linens, seersuckers and other washables can be dry cleaned without washing. It is being done. You will save at least 50% in pressing labor; and if you choose, they can be sized in dry cleaning at the same time, producing an outstanding job that will get and hold new customers. Try this process and prove it for yourself.

1. Pull out pockets and turn pants inside out. (Pockets and waist bands will be cleaner, and wrinkles will fall out when tumbled.) Another saving in pressing.

2. Load washer NOT MORE THAN ¼ FULL WHEN WET, with solvent below top of garments.

3. Add a mixture of 2 ounces SOLTEX or TEXSOL, 1 ounce water, and 1 ounce RIMACO SIZE for each pound of material, and run 15 minutes. (Mix water with soap, then add size and mix thoroughly.)

4. Add filter powder and run on filter until clear.

5. Extract lightly and, starting with a cool tumbler, dry at not over 140° F.

Most garments will need no further cleaning, but for those with remaining ground-in soil at cuffs and pockets, scour with a mixture of 2 parts SOLTEX or TEXSOL and 1 part water, followed by running again with another load. Some cleaners prefer to spot and scour with the 2-soap, 1-water mixture before cleaning, and run as above.

If size is not used, make stock emulsion of 1 gallon SOLTEX or TEXSOL, add ½ gallon water and stir, then add another ½ gallon water and mix thoroughly. There will be the same saving in pressing cost, but fabrics will not have outstanding body and finish.

You can try SOLTEX or TEXSOL at our risk. We will ship a 15 or 30 gallon drum, freight prepaid, and if after trying 5 gallons you don't get money-making results, ship it back by motor freight collect for full credit. You can't lose!

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IS AVAILABLE!

In Fact . . . The Raw Material Situation Has Substantially Improved!

You can get SOLTEX in at least usual quantities, and we believe this will continue despite false rumors to the contrary. If your supply house does not have SOLTEX, write us.

We have also added a New Product . . . TEXSOL, developed two years ago, which has some added advantages, and sells for the same low prices.

Check These Low Prices of SOLTEX and TEXSOL

55 Gal. Drum . . . per Gal. . . .	$1.30
30 Gal. Drum . . . per Gal. . . .	1.40
15 Gal. Drum . . . per Gal. . . .	1.50

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DRY CLEANING DETERGENT

New TEXSOL has all the advantages of SOLTEX, plus the added advantages of light color, uniformity, quick emulsification with water, and removable from cleaning solvent with purifying powder. New TEXSOL is used in exactly the same manner as SOLTEX and sells for the same low prices.

You can try SOLTEX or TEXSOL at our risk, for we will ship a 15 or 30 gallon drum freight prepaid, and if after trying 5 gallons, you don't find SOLTEX or TEXSOL the best all around, low cost dry cleaning detergent you have ever used, just send it back by motor freight collect for full credit. You can't lose!

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Everyone's talking about Cissell

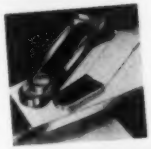
for chemical or steam spotting

THE CISSELL VACUUM SPOTTING BOARD

...lets you go to the "wet side" for amazing results. No other method gives you such speed... such perfect work...

It's extremely fast! Cissell Patented Concentrated Vacuum permits use of wet steam . . . keeps wetted areas from spreading. Cuts wet-cleaning and re-cleaning to a minimum . . . solves, once and for all, the time-wasting spotting bugaboo as it eliminates feathering, sizing rings, discoloration, "blow off" with dry steam, drying in tumbler, reinspecting. No lost motion. Large areas of perspiration are spotted and dried with ease. Wetted areas are kept under control. Cissell provides independent foot-pedal control for vacuum, necessary for dry spotting. In "dry" spotting, the Cissell Concentrated Vacuum provides rapid drying . . . removing solutions such as carbon tetrachloride and loosened soil without a "dry" ring. When solvents, soaps, bleaches are necessary, you'll find the white Vitrolite top unexcelled . . . its white surface enables spots to be seen with ease.

Spotting aids and loosened soil are rapidly flushed from stained area by squeezing a spongeful of cold water right through the stained area . . . concentrated vacuum draws off water, and keeps it from spreading.

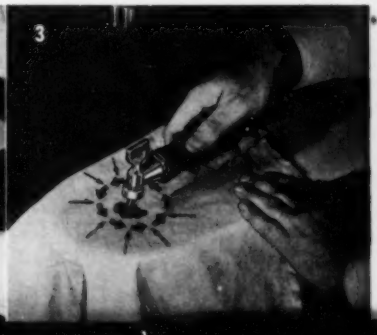


On tight-fitting sleeves, cuffs, neckties, etc., when it is impossible to use large board, the handy Swinging Sleeve Board does the same job as the concentrated vacuum automatically transfers from large board to miniature board as it is moved into operating position.

IN REMOVING SPOTS...

Concentrated Vacuum Does It!

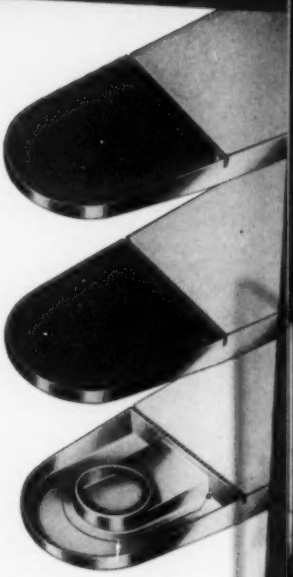
Place garment in position over screened area so that spot is directly over 3-inch vacuum ring. 1. With one foot, press both vacuum pedal and steam pedal ALL THE WAY DOWN. Vacuum holds garment in position. 2. Place gun in position, approximately two inches above material. 3. Now, with gun in rotary motion, (heavy arrows) spray wet steam downward, straight through spotted area. AMPLE WET STEAM UNDER PRESSURE DISSOLVES WATER-SOLUBLE SPOTS INSTANTLY. CONCENTRATED VACUUM KEEPS WETTED AREA FROM SPREADING as it draws wet steam through garment. (light arrows)



Concentrated Vacuum!

Here's concentrated vacuum *at its best*

Note large working area on nose of board with patented concentrated vacuum in center. All-over plate perforation plus powerful vacuum prohibits soil from "bouncing back."



Above: Nose of board with plate and screen covering. ***Middle:*** With screen removed to show all-over plate perforation. ***Below:*** With screen and plate removed to show concentrated vacuum feature.

EVERY FEATURE FOR THOROUGH SPOTTING

POWERFUL VACUUM on both nose of board and swinging sleeve board. Left pedal releases: 1. A feather of dry steam. 2. Dry steam. 3. Moist steam. 4. Wet steam. Plenty of heated compressed air for quick drying. Both boards have stainless-steel frames and white Vitrolite tops. Vacuum areas are perforated, stainless steel with fine nickel screen covering. Air-cooled, cork-handle spotting gun has removable tip. Screen assembly, Vitrolite top and chemical tray easily removed for cleaning. Automatic check valve releases all chemicals and water from a "built-in" vacuum separating chamber to a large drain receptacle. *Harmful chemicals are not carried into vacuum system.* Large chemical tray; handy stainless steel spatula, brush holder and two large pans provided for the ultimate in convenience. Available for central air vacuum or with built-in steam vacuum.

The price only $300 for central air or steam vacuum
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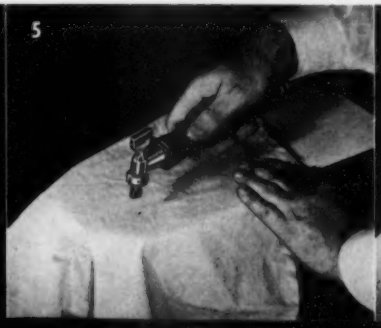
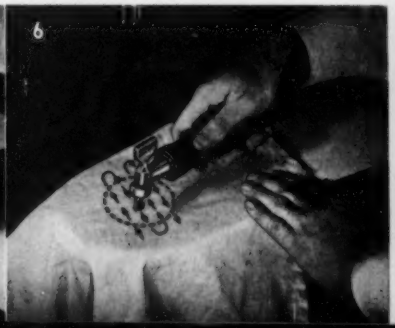
Consult Your Jobber

IN DRYING . . .
Concentrated Vacuum Does It!

4. With one foot, press both vacuum pedal and air pedal ALL THE WAY DOWN and clear moisture from gun before starting drying. 5. Hold gun only the width of gun nozzle above garment. 6. Now, move gun in a zig-zag motion, sweeping it rapidly back and forth across wetted area for drying (heavy arrows). Actually, excess moisture is blown out with compressed air, and wetted area is dried rapidly at room temperature with aid of strong suction from concentrated vacuum.





Portable Curb Service

Solves Problem of Drive-in Plant on Wrong Side of Heavy-Traffic Street

by LOU BELLEW

CURB-SERVICE SHELTER has large casters for easy moving. Owner Quentin S. Godsey was recently chosen president of Arkansas Cleaners and Dyers Association

THE OTHER SIDE of the street was getting the traffic that Quentin Godsey needed for his Little Rock, Arkansas, drive-in. The little plant of Godsey One Day Cleaners is located on a main street which is really jumping with traffic during the morning hours.

However, all the morning traffic is on the opposite side of the street. With his one-day service, Mr. Godsey had something desirable to offer, since in theory the motorist could drop his work off in the morning and pick it up on the way home. But it was too much effort to get out of that early-morning traffic pattern to leave the work at Godsey's in the first place; easier by far to take it on into town and drop it at some downtown place after the car was parked.

A grocer until about five years ago, Mr. Godsey has a keen awareness of the need for real service to hold customers and get new ones. He quickly came up with his first answer to the wrong-side problem.

Solution No. 1: Mr. Godsey made a portable curb-service shelter and set it up on the parking across the street from his plant. Painted all white, with attractive signs on its sides, the little building was weatherproofed and cozy for the attendant. After the morning rush the little structure was wheeled back across the street and kept at the side of the plant.

Business grew, until one fine day Mr. Godsey was notified of a city ordinance forbidding use of the space between sidewalk and street for commercial purposes.

Solution No. 2: All the homes on that side of the street have high terraces sloping steeply down to the sidewalk, so even the use of a friendly neighbor's lawn seemed to be ruled out. However, the little service stand even on top of the terrace can be seen for blocks. The neighbor has even given approval for the erection of a "Curb Service" sign on the slope of his terrace. This sign will be set into place on the slope during rush hours and taken down during the rest of the day.

The shelter on top of the terrace can stand there all day long, according to the neighbor, or it can be rolled back to the side of the house during slack times. Small trucks will be used to hold the collected garments. These trucks will stand on the side of the terrace with the aid of small braces of wood, to meet the city ordinance requirements.

Another use for the portable shelter will be testing various residential districts, especially the newly built-up sections of the city, to determine the feasibility of opening permanent pickup stations for cleaning. # #

SIDE PARKING lot has become valuable asset in past few years. Corner entrance of 25-by-60-foot brick building allows more glass for display; gives view of entire plant operation from sidewalk

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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for paint—oil and grease

1 part Cyclo with 2 parts Picrin. In this formula the Picrin retains its quick cutting solvent properties, while the Cyclo serves as a lubricant and its oily base prevents the loosened stain from spreading back on fabric. Accurate tests *prove conclusively* that this formula works faster on paint, oil and grease than any other of equal safety.

★ MOISTURE FORMULA

for perspiration and food stains

For *safest* removal of perspiration and food stains, prepare Stock M by mixing equal parts of Cyclo, solvent and water in the order named. Apply to stained area from dasher bottle. Tamp with spotting brush. Flush area with solvent.

Hang garments separately and then return the group for recleaning in clear solvent on filter circulation.

With this method the feathering out is done in the washer instead of on the spotting board, and there is no remaining trace of discoloration, sizing rings or odor. Write for complete information on prespotting with Stock M of Cyclo.

★ LEVELING SOLUTION

for spray spotting gun

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The Leveling Solution prepared for the pressurized tank and spray gun is made from 1 part Cyclo and 5 parts petroleum solvent.

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The 1-5 solution levels off all disturbed sizing and leaves no rings or discoloration whatever on otherwise hard-to-feather fabrics. Write for complete information on the Two-Gun Method.

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ASSOCIATION NOTES

First Rug Cleaners' Cost Bulletin: The National Institute of Rug Cleaning has just issued the first operating cost bulletin for the rug cleaning industry. Because it is the first bulletin of its nature, it is a simplified one, analyzing the figures according to volume and geographical section, and giving the eight basic cost accounts. Future returns will give a breakdown of the basic cost accounts.

The analyses were based on returns from 11 percent of the group's membership. Highest profits were shown by plants in the $25,000 to $50,000 classification in the analysis by volume, and by area the highest profits were indicated by plants in the Middle East section (Maryland, Pennsylvania and the District of Columbia).

The NIRC bulletin showed that plant cleaning accounted for 92.6 percent of the rug cleaning volume and on location 7.4 percent. These figures compare closely with the 1948 census which shows 89 percent plant cleaning and 11 percent on location.

The accounting committee of the NIRC consists of Melvin A. Viner, chairman; M. E. Rudolph and R. L. Ayers, Jr.

President Cecil Treadway has appointed the following chairmen of other committees: membership, Eugene F. Brehm; relations, Charles H. Brown, Jr.; technical, Harry A. Gross.

# #

Allied Trades Exhibit Plan: The Laundry and Cleaners Allied Trades Association and the Laundry and Dry Cleaning Machinery Manufacturers Association have announced a new policy on exhibits at annual conventions of the national drycleaning and laundry associations. Under this "Small Exhibit Plan," in alternate years exhibitors will be limited to one booth per firm, or two booths if space is available. In the alternate large-exhibit years, exhibitors will take as much space as they wish.

Under the plan, there will be a small exhibit at the AIL convention to be held in Chicago in October of 1951, and a large one at the laundry group's 1952 convention. Since the NICD held a large exhibit in Atlantic City in 1951, there will be a small exhibit at the next convention of the Institute, to be held in St. Louis in February of 1952.

# #

Local Meetings: Plans for civil defense were discussed at a recent meeting of the **Laundry and Dry Cleaning Plant Owners Association of Springfield,** Massachusetts. Dr. Lamson Blaney, medical adviser to the Civil Defense Agency, said that drycleaning and laundry trucks would be the best source of emergency ambulances. Dr. Blaney and William P. Forrest, head of the Civil Defense Agency for Springfield, discussed plans to train routemen in first aid. Mr. Forrest also showed a film, "You Can Meet the A-Bomb."

Russell P. Dale, president of the laundry-cleaning group, is coordinator of the civil defense ambulance service in charge of organizing and training emergency ambulance personnel.

At a recent meeting of the **Northern New York Cleaners** held in Potsdam, New York, the principal speaker was Simon Rosenstock, executive secretary of the state association.

A recent meeting of the **Niagara division** of the Dry Cleaners Institute (Ontario) was held at Dunnville, with Ed King, owner of Dunnville Cleaners, acting as host for the gathering. Hugh Feasby of St. Catharines is chairman of the Niagara division. The meeting was attended by delegates from Welland, St. Catharines, Niagara Falls, Thorold, Dunnville and Leaside.

Drycleaners from Twin Falls, Burley, Buhl, Jerome and Gooding, Idaho, attended a recent meeting of the **Magic Valley Cleaners Association,** held in Jerome. Officers of the local Idaho group are Ken Babcock, Burley, president; Roy Babbel, Twin Falls, vice president, and Lee Hendrickson, Jerome, secretary-treasurer.

# #

News From Harrisburg: The Pennsylvania Association of Dyers and Cleaners has announced the resignation of its executive secretary, Cecilia E. Scholl, who had held the post for 18 months. Miss Scholl, who is well known in the drycleaning industry, has not yet announced her future plans.

The association has announced that it will publish its news bulletin, the *Keystoner*, regularly each month. The May issue discusses a new drycleaning act recently introduced into the Pennsylvania state legislature, which is opposed by the association. Members of the legislative committee of the association are Meyer Mednick, Philadelphia, chairman; J. W. Crandall, Pittsburgh; William McBrien, Philadelphia; Joseph Needleman, Norwood; Marshall Sneyd, Jenkintown; Francis M. Wilkinson, Reading; Harold M. Fleisher, John J. Reardon and William I. Cundiff, all of Harrisburg; A. A. Masciantonio, Jeannette; Samuel Solomon, Bethlehem.

The convention arrangement committee, headed by Henry Wasbers, Jr., of York, has announced that the annual convention, to be held in York on October 25, 26 and 27, will have its headquarters at the Yorktowne Hotel. Francis M. Wilkinson of Reading is head of the program committee for the convention.

# #

Hoosier Picnic: The first annual picnic of the Indiana Association of Independent Dry Cleaners was held June 10 for members, their employees and families. Officers of the association, which was organized about a year ago, are Vincent Concannon, president; James Cutrell, secretary, and Irwin Crouch, treasurer.

# #

Group Insurance in Ontario: A new plan of group insurance for members of the Dry Cleaners Institute (Ontario) has been approved by the executive and insurance committees. According to the Institute, the plan gives complete and absolute coverage. It covers customers' goods in the plant, trucks, stores or agencies, including storage; machinery, equipment, furniture and fixtures, supplies; fire, lightning, burglary, theft, holdup, sprinkler leakage, seepage, blocked drains, natural disasters, explosion, strikes and civil disorders, impact by aircraft or vehicles and smoke damage.

The Institute reports a great interest in the plan, which provides for three-year policies, with one flat

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rate for all three types of coverage—bailee, storage and equipment. At the end of the first three years plants will be graded as to risk, based on a survey during that period, and it is expected that the insurance companies will grant lower premiums to plants demonstrating good premises and housekeeping.

Week-End Meeting in Michigan: The Michigan State Association of Cleaners and Dyers has announced a summer meeting to be held July 13-15 at the Charlevoix Beach Hotel in Charlevoix on Lake Michigan. Among the scheduled attractions are fishing, golf, riding and other sports in addition to indoor festivities.

N.I.C.D. NEWS

Applied Science Textbook Ready: "Applied Science for Drycleaners" by George P. Fulton has just been published by the NICD. This new book defines and explains the chemical principles and some of the engineering principles that underlie cleaning plant processes.

The book is designed not only for the student attending the NICD general course, but for men and women in drycleaning plants who are interested in reading and studying about their work.

"Applied Science for Drycleaners" is a book of 400 pages, with 103 illustrations, 40 of them animated drawings. The 16 chapters discuss: The Fundamentals of Chemistry; Acids and Alkalies; Organic Chemistry; Soaps; Detergent Action in Water; Hard Water; Synthetic Detergents; Heat and Some Principles of Engineering; Relative Humidity and the Natural Moisture in Textiles; Bleaching and Stripping; Light and Color; Drycleaning Solvents from Petroleum; Chlorinated Hydrocarbon Solvents; Textile Fibers; Drycleaning Soaps and Detergents, Care of the Solvent; Enzymes.

Mr. Fulton is widely known in the industry, both through teaching and research at NICD headquarters and through appearances on state and national convention programs. He came to the Institute in 1934, taught applied science, and later became principal of the school. Since 1949 he has given all his time to the expanded research program. He holds a master's degree in chemistry and has studied chemical engineering.

"Applied Science for Drycleaners" is the fifth of a series of textbooks written by NICD staff members and used in the general course. Like the others, it is available to anyone in the industry.*

# #

General Course Anniversary: The 80th general course starting October 1 marks the 24th anniversary of the school. The first general course began in October 1927 in the then new headquarters buildings in Silver Spring. During the 24 years the content of the course has been changed to keep up with industry developments, the Institute cleaning plant has been tripled, physical facilities have been improved.

Since the beginning the NICD school has followed the tell, show and test method of vocational education. The student is told the how and why of the processes, is shown how and way, and is then tested both by practical application and written examination.

# #

New Wool Finishing Course: A two-week course in wool finishing has been added to NICD's school program. Only one class will be given this year, November 19-30. This will come between the November 5-16 and December 3-14 silk finishing classes, making it possible for NICD members to get training in both departments on one trip to Silver Spring.

The course will cover men's, women's and children's apparel of all types, with special emphasis on gabardines. The course will also include fiber identification, and construction of woolen garments, which often determines correct finishing procedures. The effects of the drycleaning, spotting and wetcleaning departments on the ease, quality and production rate of wool finishing will also be taken up. Layout of the wool finishing department, production figures and production expectations will be included.

It is expected that the class will consist largely of plantowners and superintendents, so that the part of the course on training methods will help students pass on the instruction to employees in their own plants.

# #

CHARLES W. BROWN

Industrial Psychologist Joins Staff: The latest addition to NICD's management engineering staff is Charles W. Brown, holder of a master's degree in psychology from Ohio State University. A native of Washington, he attended the University of Washington and received his B.S. degree at Trinity University in San Antonio.

Mr. Brown's specialized training is expected to be of great value in the NICD management course, where he will instruct in supervisory techniques and human relations, and also to members with management problems.

# #

Drycleaning Test Project Organized: An organizational meeting of the new research subcommittee of the American Association of Textile Chemists and Colorists on drycleaning test methods was held on May 17 in New York City. Albert E. Johnson, NICD's director of trade relations, was elected chairman of the committee and Miss Genevieve Smith, technical director of Sears, Roebuck's laboratory, was named secretary.

At the meeting NICD's director of research, George P. Fulton, who is also a member of the committee, described drycleaning procedures in detail, including wetcleaning. Mr. Fulton described the ideal fabric as one that can withstand the following conditions:

1. Mechanical washing in perchlorethylene with soap.
2. Stain removal with amyl acetate, water at room

* NICD members can purchase the book at a 50 percent discount off the regular price of $6.50.

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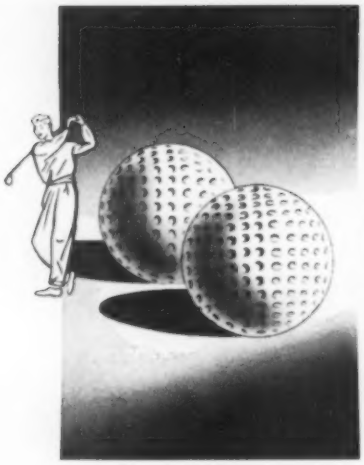

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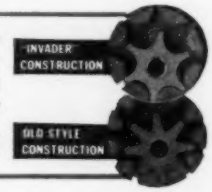

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temperature, mild acid and alkaline chemical reagents.

3. Wetcleaning.

Task groups from the committee's membership will study these requirements and other considerations, and their findings and recommendations will form the basis for developing improved test methods.

Preliminary research has been started in cooperation with AATCC's director of research, Dr. Harold W. Steigler. A wide variety of fabrics will be subjected to various methods of test at the association's laboratory in Lowell Textile Institute. Correlative plant runs will be carried out in NICD's laboratory in Silver Spring.

# #

Troublesome Shoulder Pads: The permanent color changes found in shoulder areas of garments with bonded-wool shoulder pads are not due to drycleaning, according to NICD research, for some new pads turned acid after mere aging in a drawer. This increasing trouble is the subject of NICD Technical Bulletin T-258.

Bulletin T-257 describes ottoman, a ribweave fabric that shrinks excessively when wetcleaned or repeatedly drycleaned, and gives precautions for handling it.

# #

Educational Activities: Dr. Dorothy S. Lyle, director of consumer education, has completed her lecture series on the relationship of fabrics to drycleaning, given to 150 senior students at the Lowell Textile Institute.

Clarise Scott and Margaret Smith of the Bureau of Human Nutrition and Home Economics spent considerable time at the NICD to gather information to aid them in preparing two bulletins for national distribution. Miss Scott will prepare a pamphlet on what the consumer should look for in buying suits and coats. Miss Smith's booklet will deal with buying guides to aid consumers in the proper selection of fabrics for a given end use.

The June issue of the *Journal of Home Economics* carries an article by Dr. Lyle which describes the package TV program prepared for the Consumer Speaks Committee of the American Home Economics Association. The program is designed to acquaint consumers with the efforts made by the association to get manufacturers to incorporate consumers' demands in housedresses.

Dr. Lyle has been asked to serve on one of the subcommittees of the Consumers and the Defense Program of the American Home Economics Association. The committee will study price and quality relationships, with particular reference to buying problems caused by scarcities.

Officials of the National Production Authority's Laundry and Drycleaning Machinery Division and the Office of Civilian Requirements recently visited the NICD to see the operation of a drycleaning plant. Members of the National Planning Committee for the Textile Maintenance Industries conducted J. Elmer Berl and Nelson Miller and their staff through the Institute.

# #

Solvent Specifications: After considerable laboratory test work, the NICD has drawn up a specification for perchlorethylene for drycleaning. The specification has been sent for comment to producers of perchlorethylene and to manufacturers of synthetic solvent drycleaning equipment.

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Signs of the Times

(*Continued from page 20*)

Rug Manufacturer Urges Research: At the recent convention of the Tufted Textile Manufacturers' Association the executive vice president, Henry C. Ball, recommended that cotton rug manufacturers set up a program of cleanability research and consumer education with the National Institute of Rug Cleaning. Mr. Ball's recommendation followed a study of the NIRC research and plant facilities at Silver Spring, Maryland, and a consultation with the rug group's personnel.

At the same meeting the research project was also recommended by Harry A. Gross, chairman of the NIRC Technical Advisory Committee.

As a result, a committee has been formed by the cotton rug group to work with the NIRC, representing the rug cleaning industry. The first meeting will be held in July at the Institute's offices in Silver Spring, Maryland, to take up methods of cleaning cotton rugs and begin a program to improve colorfastness and rubber backing. Dye and rubber firm representatives will be invited to attend the first session to discuss procedures involving their products.

The rug cleaning industry will be represented by Harry A. Gross, Lincoln Rug Company, Newark, N. J.; Melvin Viner, Arcade-Sunshine Co., Washington, D. C.; Colonel J. W. Rice, associate in rug research for NIRC, and Richard M. Powell, executive secretary of NIRC.

# #

Return Empty Drums: A recent issue of *Spot News*, published by the Dow Chemical Company, reminds drycleaners of the shortage of drums for solvents and other chemicals. Cleaners are urged to return empty drums promptly to their suppliers.

Dow also gives suggestions for the proper care of drums. To prevent corrosion they should be stored in dry areas. They should be protected both from the weather and from damage due to bumping or dropping. Cleaners are also advised to replace plugs carefully and keep drums clean.

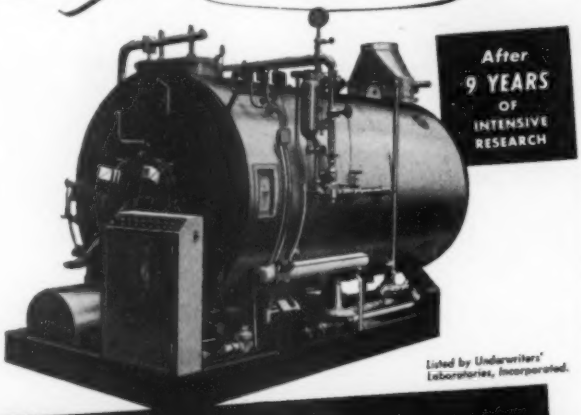
# #

Public Service by Drycleaners: Free sewing classes for local residents have been started at the Downieville (California) Dry Cleaners and Laundry.

Acme Cleaners of Lawrence, Kansas, has contributed to a fund being raised for the future college education of a local child whose parents were killed in an automobile accident.

Among the retail firms participating in a program of distributive education at the Effingham, Illinois, high school, is Band Box Cleaners of that city. The object of the program is the improvement of retail sales personnel. Clay Bryson, owner of Band Box, was one of the speakers at a dinner given by the students for the employers who sponsored the program.

Introducing



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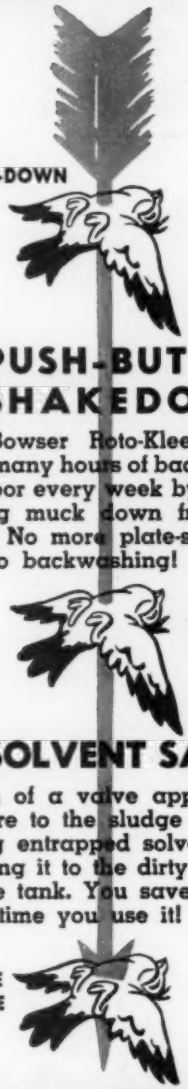

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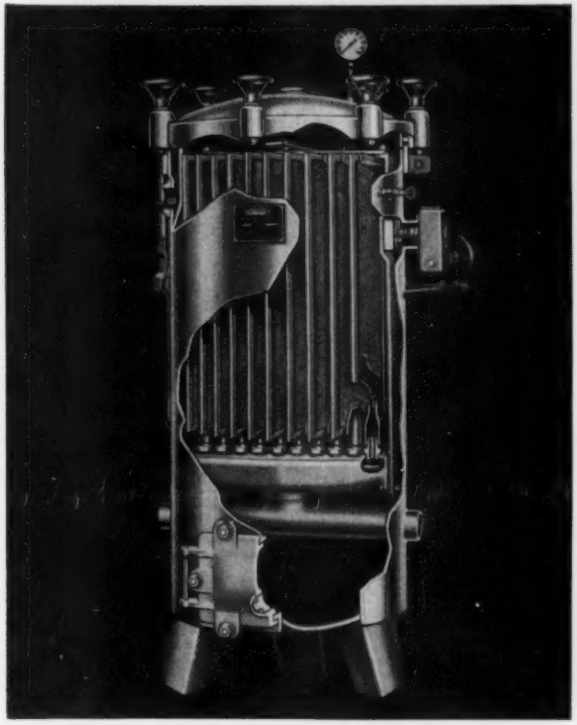

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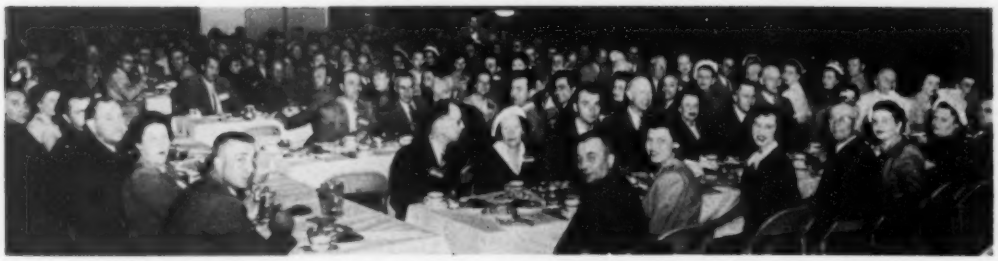

ENTHUSIASM of delegates was outstanding at Montana meeting

Record Roundup at Billings

by WILLIAM R. PALMER

THE OLDTIMERS from around the "Midland Empire" say there never was a convention like the one held May 18-19 at Billings, Montana, by the drycleaners and laundrymen of that state, of southern Alberta and northern Wyoming. A registration of 208, in a section of the country where hamlets are 85 miles apart, is practically phenomenal.

The enthusiasm for this meeting was generated by the retiring president, Wally Doe, who started laying plans when he was elected a year ago, and who got out a series of promotion pieces that were the talk of the industry. The buildup of enthusiasm carried over to the speakers, several of them giving the best talks of their lives.

The speakers on the program were President T. E. Milholland of the NICD, who described the "Outlook for the Industry"; W. R. Palmer, editor of THE NATIONAL CLEANER & DYER, who discussed trends in the industry, and Paul Jacobsen of the Wallerstein Company, who presented a film, slides and over 700 samples of fabrics in a discussion of "curing problems on problem fabrics."

Detergency and soil removal in the laundry were explained by R. V. Finch of Cowles Chemical Company. R. E. Cowie of NICD's management school, with film and slides, described ways of saving steps—and money—in the drycleaning production departments. Sales-promotion ideas were presented by Ken Thomas, editor of *American Drycleaner*, who was aided in several brief skits by Mrs. Pat Bresnahan of Billings.

G. W. Boyd of Emery Industries, Sanitone Division, outlined the prelude to a sale—then dashed home to Cincinnati to greet a new son. Then AIL's A. L. Christensen told how to "get the most out of a flatwork ironer."

These Northerners were a serious bunch, for even the wives turned out in numbers to hear the speakers. Yet when the entertainment started—and there was plenty—the response was also enthusiastic.

The officers for the coming year are: R. A. Sleeter, Havre, Montana, president; Harold Templeton, Lethbridge, Alberta, vice president; Herb Bernstein, Great Falls, Montana, secretary-treasurer. The directors are Wallace Doe (retiring president), Billings, Montana; Donald Clucas, Greybull, Wyoming; Jack Burton, Medicine Hat, Alberta; A. T. Fox, Great Falls, Montana, and Lawrence Topel, Missoula, Montana.

NEW OFFICERS of Idaho association, left to right, seated: Harold Templeton, vice president; R. A. Sleeter, president; Herb Bernstein, secretary-treasurer. Standing: A. T. Fox, director, and Wallace Doe, retiring president

The convention site for 1952 has been set for Glacier National Park.

In conjunction with the Idaho Association of Launderers and Cleaners this group started an innovation by jointly sponsoring a two-day trip through Yellowstone National Park for the speakers and accompanying wives. This trip followed the convention here and preceded the one held at Boise, Idaho, a few days later. # #

Meeting at Daytona Beach

THE ANNUAL CONVENTION of the Florida Institute of Laundering and Cleaning, held May 26-28 at Daytona Beach, wound up with the election of officers for the coming year. John Monahan of Fort Lauderdale was chosen president to succeed B. F. Agee of Tampa. Other officers are H. E. Godwin, Pensacola, vice president, and Robert G. Ashford, Tampa, reelected secretary-treasurer.

Directors, in addition to Messrs. Monahan, Agee and Godwin, are H. F. Milton, Jacksonville; C. J. Lewis; A. L. Lancaster, Coral Gables; Paul Hudson, Orlando, and Frank Prather, Fort Myers.

The meeting featured two popular convention presentations: a clinic sponsored by the National Institute of Cleaning and Dyeing, with demonstrations by staff members Charles Truxal, John Ireland and Charles Weaver, and a talk by J. R. Wilson of the Atlanta accounting firm of James R. Wilson. # #

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VERSATILE—Use it in any unit. Use it with petroleum or synthetic solvents. Use an Energex solution on badly-soiled fabrics—for hand-brushing.

ECONOMICAL—Concentrated, versatile Energex will give you *true* economy. Better cleaning, with more pass-ups, more satisfied smiles on the customer's face!

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OFFICERS Fenn, Bouchet and Bryan standing at left of new directors

Public Relations Theme at San Francisco

by WILLIAM R. PALMER

IT IS SIGNIFICANT that in 1951 the California drycleaners' annual award for outstanding service to the industry was made to G. L. "Mike" Dodge of Fresno for his notable work as chairman of the public relations committee. Of great interest to members was the purchase of the Oklahoma film, "After the Ball Was Over," and preparations for its distribution and showing throughout the state. Meanwhile the fund being raised for the production of California's own public relations film was reported past the halfway mark.

Also impressive was the report of the membership committee to the thirtieth convention of the California Drycleaners Association, held June 7-9 at San Francisco. The goal of 1,000 members was missed by only a very few. This represents nearly 53 percent of the industry by number, very much more than that by volume.

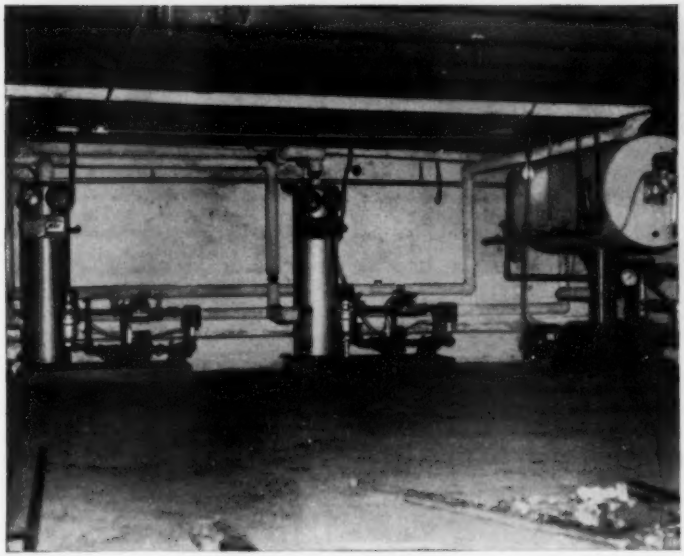
It also represents an influence in the state legislature. This was indirectly acknowledged by the appearance of both U. S. Senator Knowland and San Francisco's Mayor Robinson on the program, in contrast to the usual last-minute excuses of "press of business."

Public relations was significant because with four exceptions every speaker on the program, regardless of the topic assigned, sooner or later tied it into the need or technique for improving the relationship with customers and the public. Gus Evans of the *Pacific Laundry and Cleaning Journal* and Bill Boyd of the Sanitone Division of Emery Industries, who spoke directly on public relations, covered the subject pretty thoroughly. Gene Milholland, NICD president, and Bill Palmer, editor of THE NATIONAL CLEANER & DYER, in discussing nationwide influences took up the NICD's efforts in that direction and the threat of self-service drycleaning. Paul Jacobsen of Wallerstein Company described how to eliminate problem fabrics as a source of misunderstanding. While C. B. Kasson of R. R. Street & Co. Inc. was describing the makings of a salesman, his talk was threaded with deference to customer attitudes and public opinion.

The delegates listened intently to the prediction by George Bowdoin, vice president of U. S. Hoffman Machinery Corporation, that machinery, equipment and supplies (including perchlorethylene), or workable substitutes, will be available to the drycleaning industry in sufficient quantity to maintain production. His statement was qualified by the warning that delays and substitutions were inevitable, and that worsening war conditions could change the picture entirely.

A technical discussion of some research in the effect of moisture on detergency in drycleaning was presented by H. W. Zussman of the Alrose Chemical Co. Assistant State Fire Marshal Smith substituted for Marshal Joe Yockers in reporting that California's plants were in good condition fire-preventionwise. Benjamin Willens, president of the State Drycleaners Board, reported it was functioning smoothly.

President for the new year is Estle A. Fenn of Santa Barbara. First vice president is Emile J. Bouchet of Oakland. New second vice president, destined to move up the chain of offices, is Garnet C. Bryan of Pasadena. Directors elected this year are Otto Seem, Red Bluff; R. E. Woodward, Sacramento; Sam Jacobson, San Francisco; George Ruiz, Santa Clara; Jerome Caplan, Modesto; Ted Salsbury, Bakersfield; Max Koren, Oxnard; Benny Spector, Pasadena; F. E. Lorenson, L. M. Stroud and George Meyers, Los Angeles; Steve Carroll, Long Beach; Ralph Morris, Santa Anna, and Harold Lord, San Bernardino. # #



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Look at Schaub's three outstanding *exclusive features.* Check them point for point with your own experience. Then you'll realize how much more these *plus values* really mean...and why a Schaub System can actually give you more—in low-cost maintenance, improved operating economy . . . and enduring dependability for many years to come. In short, you can't afford to buy a boiler return system until you know the Schaub story ...then, you won't be satisfied with less.

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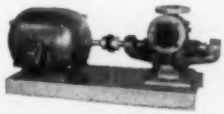

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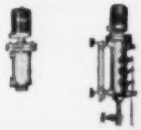

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OFFICERS, left to right, seated: Ed Siegmund, president; Jack Knight, vice president; Jack Stacey, secretary-treasurer, and Lee Fullington, sergeant-at-arms. Standing: Directors Earl Yeoman, Orville Heddon, J. F. Price, Cliff Bissett, W. A. Grimsley and Clayton Foreman

Oregon Cleaners' Fifth

OVER 200 REGISTERED at Salem on May 11 and 12 for the fifth annual convention of the Oregon State Dry Cleaners Association.

Lee Fullington, perennial sergeant-at-arms, was there with a new baseball bat to see that the delegates filled the session room on time for the opening Friday morning. Salem's mayor, Al Louchs, gave the address of welcome and passed out guest stickers for the delegates' cars.

President T. E. Milholland of the National Institute of Cleaning and Dyeing explained how the plane he had boarded at Dallas flew for hours before it finally crossed the Texas border, then in just a few minutes landed at Salem. Mr. Milholland discussed the outlook for the industry and outlined the NICD's work in trying to help the industry meet current problems.

Newton J. Hedin, an executive with radio station KPOJ, Portland, talked on building a rounded advertising program and explained the type he felt would pay off for the drycleaner. The meaning of price stabilization to the drycleaner was taken up by W. J. Prendergast, an attorney for the Portland drycleaners' association.

Noon activities included a ladies' luncheon and tour of the state house, and an allied trades luncheon at which president Clayton Foreman presided and Jerry Falk of Patek & Company was toastmaster.

The first speaker on the afternoon program was Robert Bernstein of Alrose Chemical Company, who spoke on the chemistry of drycleaning. Robert E. Cowie, head of the management engineering department of NICD, followed with his presentation of "Cost Reduction by Methods Improvement." Rev. James A. Fogarty, head of the Social Science Department of the University of Portland, spoke on doing business in a controlled economy.

Friday evening ended with a buffet dinner and cabaret dance.

Saturday morning's activities began early with over 150 delegates attending a Governor's Breakfast at 7:30. Governor Douglas McKay gave the delegates an off-the-record talk on what they, as drycleaners, could do to help bring down the ever-mounting cost of government.

The regular session opened at 10 with the showing of a safety film by Johnny Carpenter, chairman of Portland's Traffic Safety Council. Next Robert McKeen of Columbia Empire Industries spoke on legislation of interest to drycleaners in Oregon.

Bill Boyd, sales manager of Sanitone Division, Emery Industries, the last speaker on the packed two-day program, outlined a nine-point program for building sales. As usual, Bill "wowed" them with his wit, his educated necktie and a whole new bag of tricks.

The meeting closed with the election of directors and officers for the coming year. Ed Siegmund, Best Cleaners, Eugene, replaced Clayton Foreman of Salem as president. Jack Knight of Odorless Dry Cleaners, La Grande, was chosen vice president. Jack Stacey, Stacey Cleaners & Dyers, Portland, continues as secretary-treasurer, and Lee Fullington, B. & F. Model Cleaners, Portland, as sergeant-at-arms.

Directors for 1951-52 are: Earl Yeoman, Orville Heddon and Jack Stacey of Portland; Ed Holmes, Astoria; Ed Siegmund, Eugene; Cliff Bissett, Coquille; W. A. Grimsley, Bend; Jack Knight, La Grande; J. F. Price, Baker, and Clayton Foreman, Salem. # #

When you compute your operating costs, are you including all the factors that give a "true" picture of actual expenditures? Sales expenses, general overhead, depreciation of equipment . . . these and many other items belong in any cost analysis to determine your profit picture.

A helpful table with suggested percentages on approximate distribution of costs is contained in the manual, "Solvent Losses; Cost of Operation." This is number seven of the Dow series on the operation of the synthetic dry cleaning plant. See your distributor for copies.

In analyzing your solvent costs, remember that Dow-PER brings you the benefits of speed, lower finishing costs and high recovery.

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Pacific Northwest Convention

LONGVIEW, WASHINGTON, was headquarters for the two-day meeting May 25 and 26 of the Pacific Northwest Launderers and Dry Cleaners. More than 150 delegates and allied tradesmen registered for the 26th annual convention of the group, which includes Washington and British Columbia.

The talks began with a discussion of flatwork production by A. L. Christensen of the AIL. Robert E. Cowie of the NICD followed with his film and talk on cost reduction through proper layout and methods. Robert Bernstein of Alrose Chemical Co. used a series of slides to explain soil removal in drycleaning.

The need for better salesmanship was emphasized by two speakers on the next morning's program. Al Rawlinson, AIL director from Portland, Oregon, pointed out that national laundry volume is down and urged better management and selling methods. Claude E. Lucas, well-known laundry management engineer, also stressed selling and better plant layout. Laundry production tips were presented by R. V. Finch of Cowles Chemical Company.

The last speaker was Dallas Dedrick, chemist for the Weyerhaeuser Timber Company of Longview, who explained the fundamentals of atomic energy.

Entertainment included a considerable amount of free time for golf, a buffet luncheon at the Longview Country Club, and the banquet and dance.

OFFICERS, left to right: John Weaver, president; Tom O'Brien, vice president; Don Spellman, secretary; Ralph Masterson, past president; Mel Porter, sergeant-at-arms. Treasurer Howard Keeler was not present

Officers elected for the coming year are: John Weaver, Pantorium Dry Cleaners and Metropolitan Laundry, Seattle, president; Tom O'Brien, Canadian Linen Supply, Vancouver, B. C., vice president; Howard Keeler, Overall Cleaning and Supply, Seattle, treasurer; Don Spellman, Washington Curtain Laundry, Tacoma, secretary, and Mel Porter, Ideal Laundry and Cleaners, Spokane, sergeant-at-arms. # #

Joint Meeting at Atlantic City

by JAMES A. BARNES

THE JOINT CONVENTION of the New Jersey Laundry and Cleaning Institute and the Pennsylvania Laundryowners Association was held at Atlantic City on May 10-12.

The opening session Thursday evening featured six 15-minute presentations by representatives of three plants from each state, selected for outstanding achievement in sales promotion during 1950. Each speaker used charts, pictures and advertising material which remained on exhibit throughout the convention. The judges awarded the first-prize bronze plaque to Morey-LaRue Laundry Company of Elizabeth, New Jersey, represented by R. F. Logel.

The next morning's session opened with a showing of Cluett Peabody & Co.'s film "Enterprise." AIL's Ward Gill spoke on "Direct Mail Selling of Laundry and Drycleaning Service," and Lloyd A. Peck of Mason City, Iowa, talked on "Successfully Operating a Small-Town Laundry." The final speaker of the morning was George Fulton of the NICD, whose subject was "Drycleaning From a Technical Viewpoint."

The luncheon gathering heard a talk on the federal budget by Congressman Noah M. Mason of Illinois, a member of the potent House Ways and Means Committee.

The afternoon session was opened by Bernard Vellenga, Jr., of Chicago, whose dramatic presentation, "Building Sales Volume in a Declining Market," received an enthusiastic response. Edward Dillon of Jersey City stressed the human aspects of salesmanship in his talk, "People Buy From People," which he interestingly illustrated by sleight-of-hand feats. Arthur Nesbitt, editor of *Laundry Age*, addressed the group on "New Services That Are Clicking." Selling was also the subject of the last speaker, Maurice M. Thomas of Kress Farm Dairies, Baltimore.

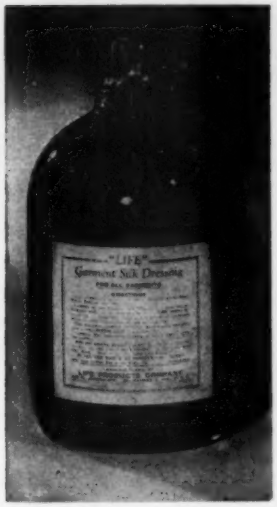
Two films on flatwork mechanization were shown at the Saturday morning session, through the courtesy of the American Laundry Machinery Company. A forum on laundry washroom operation under the chairmanship of Dr. Pauline Beery Mack of Pennsylvania State College was the next event. The concluding speaker was Harold K. Howe of the AIL, who summarized defense-program developments.

Saturday afternoon was devoted to a golf tournament. At the final banquet AIL President Fred McBrien was toastmaster and the guest speaker was Congressman Alfred D. Sieminski of New Jersey, formerly vice president of the Brunswick Laundry of Jersey City.

Officers of the New Jersey Laundry and Cleaning Institute for the coming year are Amedeo Gaburo, Raritan, president, and Arthur E. Gelnaw, Westwood, vice president. Directors include William B. Austin, Morristown; Edward J. Bowen, Paterson; J. T. Connor, Trenton; Charles W. Craddock, Bridgeton; Benjamin B. Foster, Gloucester; Philip B. Henoch, Irvington; E. F. James, Newark; Hal Marvin Marx, Montclair; Paul H. Plough, Trenton; James Sogorka, Passaic; Harry Samuels, East Orange; Ramon Sieminski, Jersey City; Michael C. Stein, North Bergen, and Nicholas Vander May, Little Falls. # #

AT SPEAKERS' TABLE at luncheon, left to right: Bernard Vellenga, Jr.; Henry Wasbers, Jr., retiring president of the Pennsylvania group; Congressman Noah M. Mason; Benjamin B. Foster, New Jersey director, and AIL President Fred McBrien

"CHEMICALS FOR THE CLEANERS AND LAUNDRIES"



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"LIFE"

GARMENT SILK DRESSING FOR ALL GARMENTS

This product can be used for Silks, Celanese, Gabardines, Wools, Furs, Drapes, or any other fabrics.

This marvelous chemical will clean the garments and give them a brighter silky finish and a new life.

4 ounces of "Life Garment Silk Dressing" to each load of garments under 50 lbs., 6 ounces up to 75 lbs., 8 ounces up to 100 lbs.

Pour "Life Garment Silk Dressing", on wheel before or after introduction of soap, on soap run.

"Life Garment Silk Dressing", can be used in a solvent, Sanitone System, or any of the synthetic type units for excellent results. No Filter Trouble.

"LIFE"

GARMENT SIZING FOR ALL GARMENTS THE ONLY DRY SIZING

With this amazing product you can size any garment—formals, flimsey silk dresses, palm beach coats, gabardines, net dresses and curtains.

Directions

After the garment has been cleaned and dryed use a spray gun and spray the garment with Life Garment Sizing and new life will be given to the garment.

"LIFE"

WET WASH EMULSION FOR ALL WASHABLE GARMENTS AND FABRICS

Now with this marvelous product "Life Wet Wash Emulsion", you can wash any garment and deliver the garments to your customer like new. Changing your method of cleaning is not necessary with this product.

For excellent results pour 8 ounces "Life Wet Wash Emulsion", to 3-gallons soap solution, this product mixes excellently with any kind of soap and stays in suspension. Easy to use and very Economical. Odorless.

"LIFE"

FABRICS DRESSING FOR LAUNDRIES

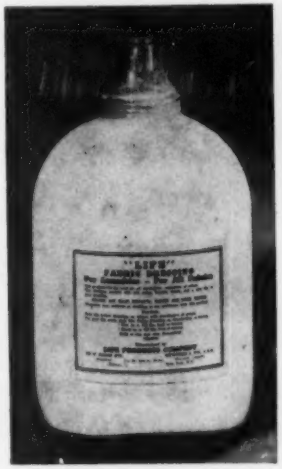
This product can be used for all Washables.

This amazing product will add lustre, brighter finish, and a new life to your laundry.

Colors are made Brighter, Whites are made Whiter, Changing your methods of washing is not necessary with this product.

Directions: Pour Life Fabric Dressing on wheel, with introduction of starch.

For **Flat Work**, Pour Life Fabric Dressing on introduction of bluing.



1 Pint up to 200 lbs. load of fabrics
1 Quart up to 400 lbs. load of fabrics

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The new Manitowoc is a *complete* unit ready to go to work — complete with every attachment necessary to turn out the highest quality dry cleaning — with many extra features and advantages found in no other unit regardless of price.

You get 105-120 lbs. per hour capacity — you get positive elimination of solvent fumes through a *DUAL LEVEL* ventilation system — you get *DUAL DRUM* design for extra capacity — you get continuous solvent distillation for the highest quality cleaning — you get odorless cleaning without shrinkage with the Manitowoc Recovery Unit — you get lower cost dry cleaning because your original investment is lower, operating costs are lower, maintenance costs are lower.

This new Manitowoc is years ahead in design and performance — there's nothing like it even in units costing hundreds of dollars more. Only the vast manufacturing facilites, the modern production techniques, the extensive resources of Manitowoc, could bring you the finest machine on the market at the lowest price. Get *all* the facts, and you too will get a Manitowoc.

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Manitowoc
WITH CONTINUOUS DISTILLATION

perchlor model "600"

CONTINUOUS DISTILLATION
Built-in continous still with 30 gallons per hour capacity assures perfect solvent conditioning for highest quality cleaning. Still is easily cleaned and serviced.

CONTINUOUS FILTRATION
Solvent is continuously filtered through multiple, fabricated stainless steel plates and filter bags. Backwash feature extends filter cleanout cycle. Specially designed filter pressure applicator recovers all solvent from sludge and makes sludge removal easier.

LOW HEAT RECOVERY TUMBLER
Big 36" x 30" tumbler completely deodorizes garments and recovers up to 96% of the solvent. You can clean from 8,000 to 10,000 lbs. per drum of solvent.

105-120 lbs. Hr. CAPACITY
Dual drum design provides maximum capacity at minimum cost. Washer extractor drum holds 35 lb. load, and since Recovery Tumbler has equal capacity and is in operation at the same time capacity is doubled. Better cleaning also results since each drum is specifically designed for its purpose.

DUAL LEVEL VENTILATION
The only synthetic machine with a COMPLETE built-in ventilation system. Air is automatically drawn into washer and recovery drums when doors are opened. In addition a built-in ventilation duct surrounds the unit on 3 sides to catch any excess fumes at the floor level.

TUMBLER OR STILL SOLD SEPARATELY . . . FIT ANY SYNTHETIC MACHINE

BIG 36" x 30" RECOVERY TUMBLER
Can be used with any synthetic machine. Increases the capacity of your present system, saves solvent, completely deodorizes garments, prevents shrinkage. Comes complete ready for installation including motor, fan, temperature regulation, heating and cooling coils, lint trap and water separator. Made of finest materials and workmanship.

40 GAL./HR CONTINUOUS STILL
No pump necessary. Easily attached to the solvent line of your present machine. Clean solvent means better, faster dry cleaning and greater solvent economy. Comes complete, ready for installation with stand, still, condenser, water separator and necessary valves and fittings. Design permits fast, easy cleaning and servicing.

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PERCHLOR DRY CLEANING UNIT

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Southerners Meet in Sunshine

by JAMES A. BARNES

FINE WEATHER for golfers and swimmers, and Southern hospitality and cuisine in abundance were provided by the local committee on arrangements for the 44th annual convention of the Laundry and Cleaning Association of the Carolinas, Georgia and Florida. The meeting was held May 13-15 at the General Oglethorpe Hotel on Wilmington Island just outside Savannah, Georgia.

Sunday was given over to outdoor activity, registration and a reception in the evening. After various association reports the following morning, the sessions started with a talk by humorist Porter W. Carswell on "The Indispensable Man." Norbert J. Berg, managing executive of the NICD, then gave a comprehensive report on events in Washington. A lively question-and-answer period followed his remarks.

On Tuesday morning AIL's director of promotion, Ward Gill, discussed "Advertising and Sales Promotion." The final speaker on the program was Walter Loebl of Roanoke, Virginia, president of the Garment Dyers Guild of America, who described the services offered by his group to the industry.

The newly elected president of the association is Edwin W. Pearce of Greensboro, North Carolina. The four vice presidents, representing the four states in the group, are Emil F. Hilker, Raleigh, North Carolina; R. B. Thomasson, Greenville, South Carolina; B. F. Agee, Tampa, Florida, and Preston Bunn, Griffin, Georgia. # #

GOLF TROPHY presented by Henry R. Benoit, association secretary (left), to tournament winner Preston Bunn, vice president

CONGRATULATIONS from retiring president Charles P. Stork (left) to new president Edwin W. Pearce

Three-State Meeting

by JOHN J. MARTIN

A SOUND TRUCK leading a convoy of laundry and drycleaning trucks announced to the citizens of St. Paul, Minnesota, that 225 laundryowners, drycleaners and allied tradesmen were in town for their annual tristate convention. The meeting of the Minnesota Institute of Laundering & Cleaning, the Wisconsin Institute of Laundering and the North Dakota Laundryowners Association was held May 25-27.

Lud Roe, editor of the *Montevideo News*, opened the sessions with a humorous talk on small-town life. What's wrong with the industries' customer relations was described by Mrs. A. N. Satterlee, vice president and manager of Consumer Interests of Minneapolis. The "Telephone Courtesy" film of Northwestern Bell Telephone Company closed the session.

Sixty-three delegates who could sneak in under the age limit of 40 and out of bed before 8:30 A.M. got together for a young men's breakfast conference the next morning. At

CARAVAN of drycleaning and laundry trucks heralded convention to citizens of St. Paul

Cut delivery time with dependable DODGE "Job-Rated" TRUCKS

Your Dodge truck—*"Job-Rated"* to fit the laundry and cleaning business—will help you make more deliveries and carry more merchandise in less time.

SEE THE NEW DODGE ROUTE-VAN. Low-to-ground floors and wide doors make fast work of loading. "Six-footer" inside height gives your tallest drivers plenty of room to stand and work without cramping or stooping.

INSPECT THE NEW ½-TON PANEL. Here's a roomy Dodge panel that provides more load space. Extra width makes big, bulky articles a cinch to load. Extra length gives you more room for rugs and long packages.

INQUIRE ABOUT SPECIAL BODIES. You can choose from a wide variety of special bodies for Dodge *"Job-Rated"* truck chassis in ½-, ¾-, and 1-ton models. There's a chassis and body to fit *your* hauling needs.

Ask your nearby Dodge dealer about a Dodge truck that's *"Job-Rated"* to save time on your job.

A DODGE EXCLUSIVE! *gyrol* FLUID DRIVE! Lowers upkeep costs, lengthens truck life! Less tire slippage . . . longer tire life! Available only on Dodge *"Job-Rated"* trucks (½-, ¾-, and 1-ton models and Route-Van).

How Dodge trucks are *"Job-Rated"* for your business

A Dodge *"Job-Rated"* truck is engineered *at the factory* to fit a specific job . . . save you money . . . last longer.

Every unit from engine to rear axle is *"Job-Rated"*—factory-engineered to haul a specific load over the roads you travel and at the speeds you require.

Every unit that SUPPORTS the load—frame, axles, springs, wheels, tires, and others—is engineered right to provide the strength and capacity needed.

Every unit that MOVES the load—engine, clutch, transmission, propeller shaft, rear axle, and others—is engineered right to meet a particular operating condition.

"Job-Rated" TRUCKS DO THE MOST FOR YOU

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YOUNG MEN'S BREAKFAST and conference was attended by 63 delegates

the afternoon session President Fred W. McBrien of the AIL spoke on "Laundry Management Today," Dr. Dorothy S. Lyle, head of the consumer relations department of the NICD, discussed fabric and fashion trends as they affect the drycleaner, and Herman Chapman, sales manager of Chapman Laundry and Cleaners, Hammond, Indiana, described sales methods used successfully at his plant.

Entertainment with a local flavor included a smorgasbord and square dance on Friday night, in addition to the usual banquet and dance.

The three groups held separate business meetings. The Minnesota association chose the following new directors: Norbert Meyer, St. Cloud; Lester Hage, Brainerd; Jim Pruett, Jr., Rochester; C. A. Huebsch, Minneapolis, and Vernon Longstreet, Pipestone. # #

Four-State Convention

by LOU BELLEW

THE WORST FLOOD in years notwithstanding, about 379 delegates from the Iowa Institute of Laundering, the Kansas Laundryowners Association, the Associated Cleaning and Laundry Services of Missouri and the Nebraska Laundryowners Association registered for the four-state convention held May 17 through 19 in Wichita, Kan.

The talks started with Max Feinberg, in charge of price stabilization for the service industries, discussing price control as it affects drycleaning and laundry and answering many questions from the floor. Ray Emerson of the Rapid Service Laundry & Cleaning Co., St.

AT SPEAKERS' TABLE, left to right: Verne Barnhart, sergeant-at-arms, Missouri; Ward Wilson, Iowa secretary; William Jacobs, AIL director; Dr. Dorothy S. Lyle, NICD; Mrs. George Pottorff; George Pottorff, Kansas president; Ray Bounous, Wichita Chamber of Commerce; Fritz Haas, men's entertainment committee; Mrs. Fritz Haas, ladies' entertainment committee; Mrs. Art Howe; Art Howe, president, Iowa; Mrs. W. E. Theobald; W. E. Theobald, vice president, Kansas

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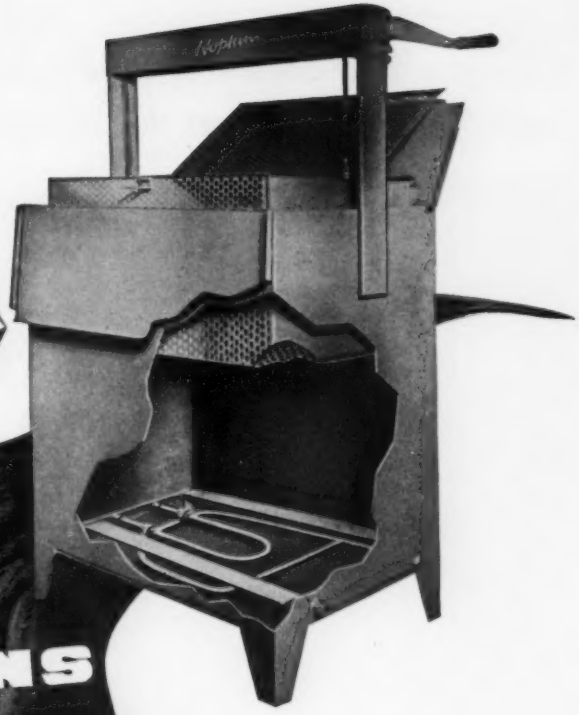
and profitable!



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water repelle
DIP TANK

THE ONLY MACHINE WITH
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Water repelling of garments is becoming more important every day as a source of real profits to dry cleaners and laundries. But this fast-growing business cannot be handled satisfactorily or at maximum profits with make-shift equipment.

The HOPKINS Water Repellent DIP TANK does a faster, more thorough job than any other piece of equipment on the market. It provides for complete agitation of the solution . . . so essential to satisfactory results . . . by means of air pressure. This eliminates the danger of the solution becoming rancid and also prevents the possibility of uneven application to the garment. No other machine provides this automatic, effortless, and foolproof method of agitation. It will process 100 garments per hour . . . is easy to operate . . . occupies a floor space of only 2 feet by 3 feet.

For real profits in water repelling, install a HOPKINS. Complete information, prices and name of nearest jobber will be sent promptly upon request. Write . . .

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NEW! "DIP-O-MATIC" COMPLETELY AUTOMATIC DIP TANK. ALSO NEW ATTACHMENT TO PERMIT USING SYNTHETIC WASHERS FOR WATER REPELLING ON THE DRY SIDE.

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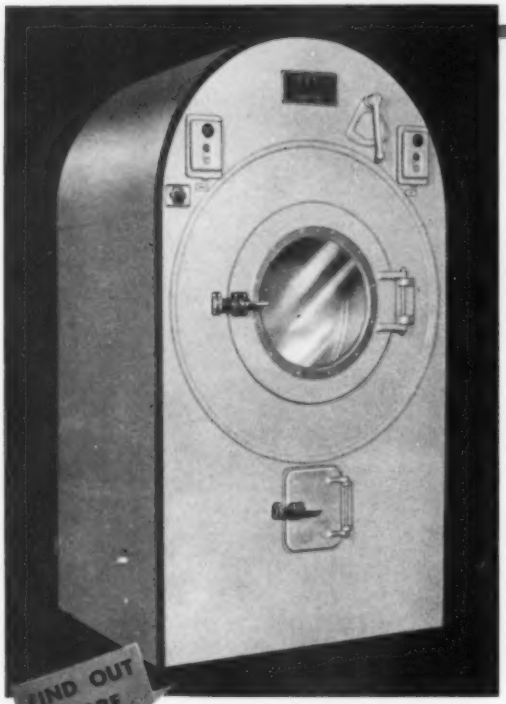
A "MASTER" Alfred Hopkins ENGINEERED PRODUCT

Conserve Your Supply of Hard-to-Replace "Perc" with "the Workhorse of the Solvent Reclaimers"



HOYT Solvo-Miser

By using this workhorse, you not only save your solvent but you also double, or triple, the present production of your closed type synthetic cleaning machine. Ask yourself this question: "Why should I tie up my expensive cleaning machine for drying and reclaiming operations?" The Solvo-Miser saves your cleaning machine for washing and extracting — its most productive work.

IT'S A WORKHORSE for reclaiming — recovers up to 96% of solvent left in garments.

IT'S A WORKHORSE for tumbling — large basket prevents uneven drying —— and more important, ***prevents excessive wrinkles.***

IT'S A WORKHORSE for economy — users report that it pays for itself in less than a year in the saving of costly solvents alone — this in addition to lower operating costs due to high quality drying.

IT'S A WORKHORSE for performance — ruggedly built (stainless steel condensing box) to give years of continuous, low cost service.

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ABOUT THESE 3 SOLVO-MISER MODELS:

MODEL A (recommended capacity 20 lbs. D.W.) will pass thru standard 34" doorway $1095.

MODEL B (recommended capacity 30 lbs. D.W.) $1195.

MODEL C (recommended capacity 35 lbs. D.W.) $1295.

SEND COUPON TODAY!

Hoyt Manufacturing Corporation
998 Jefferson Street
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Please send me complete information on Hoyt Solvo-Misers, as well as reports from users and name of nearest distributor.

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HOYT LARGEST MANUFACTURER OF DRYERS EXCLUSIVELY

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Louis, explained in detail the operation of his small laundry-cleaning plant. John Murphy of Westwood Laundry Co., Elmwood Park, Illinois, told how he had opened a few launderettes just to see what made them tick. By finding out their weaknesses he was able to determine how to combat them with proper sales campaigns.

Two talks at the Saturday-morning session were devoted to sales. William Jacobs, Criterion Launderers & Cleaners, Kansas City, Missouri, spoke on "Selling What You Have to Sell," and C. B. Kasson of R. R. Street & Co. Inc. gave his talk on selling at the doorstep level. The session ended with the report of Harold K. Howe, the AIL's Washington representative, on what's going on in the capital.

In the afternoon Dr. Dorothy S. Lyle of the NICD gave her illustrated presentation on fabric and fashion trends, which is proving of much interest to convention delegates in all parts of the country. Army requirements in cleaning and laundry service for enlisted men were explained by Colonel Thomas M. Duff of the Army Quartermaster Corps. # #

Kansas Groups Merge

At an organization meeting held in Wichita May 21, members of the drycleaning and laundry groups of Kansas joined to form a new association, the Kansas Cleaners and Launderers Association. The following officers were elected: Bill Reid, Wichita, president; C. J. Haas, Junction City, vice president; Bert Cross, Wichita, treasurer, and J. C. Zehring, Wichita, secretary. Board members are Mr. Reid and Mr. Haas; D. Blanchard and Jack Bates, Kansas City; Tharon Elam, Parsons; Spencer Baltz, Emporia; Russell Johnson, George Pottorff and Ralph Thomas of Wichita; Harold Miller, Newton; Harry Snyder, Arkansas City, and Harold O'Connell of Coffeyville. # #

Carlson Heads Idaho Group

by WILLIAM R. PALMER

A GOLF TOURNAMENT May 24 opened the annual convention of the Idaho State Laundry and Dry Cleaners Association. The most descriptive adjective for the tournament is "hilarious." Practically everyone who finished got a prize for some unique performance.

On the following day the delegates got down to serious business with the editor of the *American Drycleaner*, Ken Thomas, describing several sales-promotion ideas, aided in several humorous skits by Christelle Hainline. R. V. Finch of Cowles Chemical Co. followed with a discussion of laundry detergency. The luncheon speaker was Rev. James A. Fogarty who, after some study of drycleaners' business methods, suggested tactfully that they forego cannibalistic attacks on each other and build the industry with better salesmanship.

"Cost Reduction by Methods Improvement" was the theme of movies and slides presented and commented on by Robert E. Cowie, director of NICD's management school. W. R. Palmer, editor of THE NATIONAL CLEANER & DYER, outlined trends in the industry, stressing the threat of self-service cleaners.

On Saturday NICD President Gene Milholland outlined the position of the industry under controls, and described the work of the national cleaners' association. Getting the most out of your flatwork ironer was the theme of a talk by A. L. Christensen, AIL's production engineer. Paul Jacobsen of the Wallerstein Company presented movies, slides and many samples of fabric to tell how to handle problem fabrics, with special emphasis on the value of digestive agents.

An unusual stunt was credited to Audrey Baird's inspiration. At the joint luncheon on Friday, 22 door prizes were given to the ladies. Each prize was a certificate worth from $3 to, in the case of a fur shop, $50 in the store named on the certificate. The average value of the certificates was about $5, and they were good only during the same afternoon. The prizes were presented at the luncheon by a representative of the Retail Merchants' Bureau of the Boise Chamber of Commerce. The merchants were reported to be so pleased with the response that they propose to provide the same door prizes at all future conventions of all types that come to Boise.

The officers chosen for the coming year are Marvin Carlson, president; Robert Wacherlie, vice president; Walter Doss, secretary-treasurer, and Ray S. Morris, director. # #

OFFICERS, left to right: John Baird, retiring president; Marvin Carlson, president; Walter Doss, secretary-treasurer, and Ray S. Morris, director. Vice president Robert Wacherlie was not present for photograph

Summer Calls for Solvent Coolers

Simple Installation Gives Benefits in Cleaning Results, Economy and Safety

by CHARLES H. BOKOSKE

Plant Manager, Elite Cleaning Works, Westerly, Rhode Island

FOR TWO SUMMERS we have been using a solvent cooler and the results have been most gratifying. Solvent coolers are inexpensive, easy to install and operate and require a minimum of maintenance. Since tap water is used for cooling, the operation is very economical.

Solvent that becomes too hot (over 85 degrees F.) can cause several objectionable conditions in the petroleum plant:

1. Poor cleaning.
2. Discolored solvent caused by dyes bleeding.
3. Filter pressure.
4. Fabric wrinkling.
5. Lower cleaning room efficiency caused by operator discomfort due to fumes.
6. Increased solvent cost due to evaporation.

Poor Cleaning

Detergents, soaps or cleaning aids work best when the solvent temperature ranges between 75 and 85 degrees F. When the solvent is too hot, many detergents and soaps become less effective in their primary purpose—to remove soil, suspend it and to carry it to the filter. Soaps and detergents are manufactured to give optimum results under usual or ordinary conditions. Extremes in solvent temperatures may cause an erratic performance because of the physical and chemical characteristics of the cleaning aids.

Discolored Solvent

One of the fundamentals of good drycleaning is that you cannot rinse white garments in discolored fluid without an off-shading result. The same is true in laundering and in wetcleaning.

Many direct and top dyes bleed slightly in normal-temperature solvent. This discharging is accelerated as the solvent temperature increases. Acetate dyestuffs also are slightly affected by hot solvent. During the draining period (before extraction) and during extraction these dyes may transfer to other fabrics. Even if the dyes remain in solution or suspension in the solvent they may be redeposited on other fabrics, especially those of a lighter shade.

All drycleaners are familiar with the appearance of their solvent in the sightglass after a run of household or a load of "reds." Although this happens during 75 to 85 degrees F. temperatures, it is much greater at higher temperatures.

Filter Pressure

Many water repellents and sizings have to be dissolved at between 90 and 100 degrees F. for best results. We accept that from the manufacturers' instructions and our own experience. That means that some wax emulsions used on commercially treated rainwear (as well as those garments treated by drycleaners) dissolve when temperatures are too high during the drycleaning operation. Then when the solvent has been allowed to cool, such waxes solidify. When the filter pump is started up again these waxes and sizings cause high pressure to build up.

Fabric Wrinkling

During the hot weather the natural moisture content, especially of woolen fibers, is greater than in the colder months when the humidity is lower. Wrinkling is caused by heat and moisture in the presence of pressure. Hence, extraction while the garments are saturated with *hot* solvent can cause more breaks and excessive wrinkling.

Lowered Cleaning Room Efficiency

Many a young drycleaner—and most of us old bucks—has experienced a "lightness of the head" while pulling washes during the hot months. It is a mild form of intoxication. Headiness is caused by inhaling solvent fumes, which always seem to be more noticeable in the summer months even in well ventilated establishments. At first the operator is stimulated or exhilarated. Then there is a general state of complacency, followed by a noticeable slowdown of his physical activities. Fumes from hot solvent can even cause physical discomfort. Prolonged inhalation of the fumes can cause dizziness, and in severe cases it may cause nausea.

Increased Solvent Costs Due to Evaporation

Obviously, the quicker petroleum solvent evaporates the more solvent is used and the more costly it is. The higher the temperature of your solvent the quicker it volatilizes. The fumes do not do your cleaning but you pay for them.

When the temperature of Stoddard solvent passes the flash point, it presents conditions favorable to fire and explosions.

Quick Heat Exchanger Needed

Many cleaners have made the mistake of attempting to use a preheater for solvent-cooling purposes by running tap water through the preheater. This seldom worked because the flow was too fast. There wasn't enough cooling area in contact with solvent for the volume of solvent used. Also, most solvent heaters are made of iron pipe and the rate of heat transfer is much slower than with nonferrous metals.

We installed a metal tube cooler built very much like the condenser of the still. The solvent, instead of going through one large pipe, flows through many small tubes, all of which are surrounded by the cooling water. Following the manufacturer's instructions the cooler was installed on the outlet side of the filter as near as possible to the filter. Here the solvent is free from lint and powder.

The inlet tap water enters the top of the cooler and is exhausted through the bottom. The rate of water

Problem

Here's one of those new cotton dresses which have just come on the market. After dry cleaning it looks "limp as a rag" and needs to have some "body" added to it. Your customer will never be satisfied unless you give it a size finish.

Solution

BUCKEYE Solvent Soluble DYCO SIZE is the answer. It was produced especially for treating fabrics not practical to submit to moisture effects in wet cleaning or moisture re-sizing. (When you do wet clean garments BUCKEYE Water Soluble SIZE is the answer.)

Results

BUCKEYE DYCO SIZE restores the natural luster, drape, life and resiliency not only to cotton garments but to silks, woolens, linens and synthetic fabrics, marquisettes and net formals. You can be assured of satisfied customers when you use DYCO SIZE.

BUCKEYE
SOLVENT-SOLUBLE
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Please send a free sample of BUCKEYE DYCO SIZE, prices and complete instructions for its use.

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flow is controlled by valves on the inlet and outlet water lines. In our case we do not use the water over again, letting it go down the drain. On the hottest days we have found it necessary to use the solvent cooler for only an hour or two a day to maintain a temperature of 75 to 85 degrees F.

The water consumption is negligible in our case, considering the multiple benefits derived from the installation of the cooler. Our tap water is from artesian wells, and even on the hottest days it is cool enough to lower the solvent temperature rapidly.

But in places where the tap water exceeds 80 degrees F., a refrigerating unit, or a cooling tower, must be used to cool the water before it will cool the solvent. It is quite obvious that tap water at 86 degrees F. will not cool solvent at the same temperature. # #

Sure Cure for Absenteeism

During World War II there was considerable trouble with absenteeism at Courtesy Cleaners of Beaumont, Texas. Owner W. A. Vaughan happened to stumble upon what he considers an absolute cure for the disease. While the medicine is costly, he says, if administered strictly according to prescription the cure is sure.

The Courtesy Cleaners plant operates on a five-day week. The store is open six days a week. All plant employees who report for work on time, Monday through Friday, are paid for six full days. If they are late or fail to report for work any day, regardless of the reason, they are paid for the actual time put in.

All employees who have been present and on time all five days receive a check for the five days' salary and an envelope marked: "This is for Saturday." The envelope contains not a check but cash for the extra day's bonus.

The same system is applied to counter girls, except that they work on Saturday and have a day off during the week. Their five-day week begins the day after their midweek off day.

During the two months of December and January, usually bad months for absenteeism, only one employee of Courtesy Cleaners failed to receive the weekly day's bonus, and this was a bonafide case of sickness.

"We haven't had to give a thought to absenteeism," said Mr. Vaughan, "since we put in this plan. From 1937 to 1943 we had a considerable turnover. We have had practically none since. All but four employees who were working for us in 1945 are working for us today."

Mr. Vaughan also believes his employees turn out as much work in five days as they formerly turned out in six.

Pocketbook Soap

Little pads of paper impregnated with a mild soap are being handed to his customers by Marvin Aarons of Marvins' Limited in Saskatoon, Saskatchewan. Measuring 2¾ by 3⅝ inches, each of these pads fits easily into a purse, pocket or glove compartment.

Between the cardboard covers are 10 little sheets of the soapy paper. One sheet rubbed between wet hands will provide enough soap to wash the hands. Two sheets in a bowl of water will wash a pair of hose or piece of underwear.

The back cover carries brief instructions for using the soap pad; the front is printed with Marvin's sales message.

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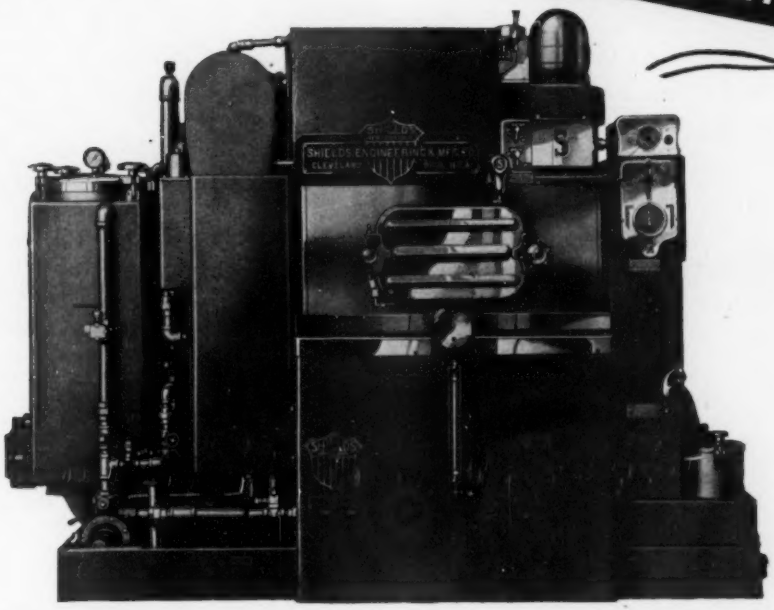
Recognized for Top Production and Greater Profits

SHIELDS
SYNTHETIC DRY CLEANER WITH RECOVERY



PLUS ECONOMY OF SPACE, TIME AND LABOR

With SHIELDS R-51A AUTOMATIC CHAMPION PERCHLOR UNIT Garments Go in Dry and are Taken out Dry.

Easy Operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in Continuous, Automatic Cycle—while operator is engaged in other useful work.

MANY OUTSTANDING FEATURES

- ★ 50-pound load capacity.
- ★ 40-minute cycle.
- ★ Washer, cylinder, condenser of Monel metal with bronze fittings.
- ★ Vibration-proof construction.
- ★ 1800 - GPM Continuous filtration.
- ★ 40-GPH Independent distillation
- ★ Simplified, easy filter change—Muck taken out dry.
- ★ 2½" dump valve.
- ★ Injector emulsified soap and solvent.
- ★ Economical, foolproof operation.
- ★ Extra reserve tank for rinsing and balancing solvent in system.
- ★ All parts easily accessible.
- ★ Rugged, compact unit operates quietly under critical load conditions.
- ★ A PRIZE PACKAGE delivered completely assembled—34" x 88" x 78" high — enters through 35" door opening.

COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING.

SHIELDS PERCHLOR UNIT

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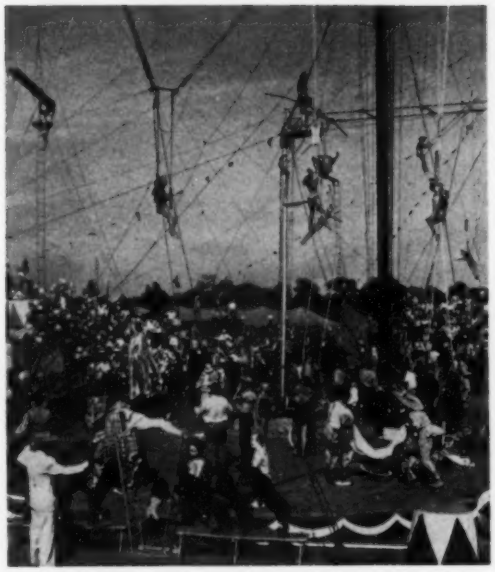
Movie Work Is Different

Hollywood Plant Solves Unique Cleaning, Dyeing and Delivery Problems of the Film Studios



ALL COSTUMES end up at Malone Cleaners in Hollywood, from 15-foot trousers of clown on stilts to spangled brevities of trapeze artists in "The Greatest Show on Earth"

"CLEAN BUT LEAVE SPOTS" would be a startling order from a customer of almost any drycleaning plant. It's taken in stride, however, by Malone Cleaners of Hollywood, California. The costumes of practically all the film studios are cleaned and dyed by the highly specialized business, established 18 years ago by James J. Malone.

The production of any picture is always planned with a shooting deadline in mind. Malone Cleaners works the same way. When a studio wants a garment delivered at a certain hour, it's delivered—on the dot, for the tardy cleaning of one dress may cost thousands of dollars in lost time.

Five delivery trucks are dispatched nightly to the studios where they pick up the day's costumes between 6 and 8 P.M. These garments, which may total many hundreds, are cleaned and returned to the studio between 4 A.M. and 7 A.M. the next morning. The delivery trucks currently are calling at the wardrobe departments of more than 20 productions.

The racks of Malone's are filled with the exotic, the different and the colorful in costumes. An ordinary pinstripe business suit can be found next to an Arab robe, a gorilla suit beside a 50-pound brocaded gown of 1840 vintage.

Manager Bob James, the 40 employees and the two dyers are never surprised at any order they receive. Every picture is different and every order has its own unique features.

Recently, for instance, Malone's had just finished cleaning and sterilizing prison outfits borrowed from Folsom prison for a convict film, when it was swamped with more than 300 circus costumes of "The Greatest Show on Earth." The company had come in from Florida on a week end and wanted all wardrobes sterilized, cleaned and delivered to the Cecil B. de Mille production by Monday morning.

Malone's may receive orders that clothes should be cleaned but not *too* clean. Beeswax is put on costumes to simulate an oil stain, and sometimes clothes are

DYER Gordon Sosbee (left) checks job on brilliant red robe while assistant "grays" white costume for Technicolor. Department handles any dye job from ostrich feathers to making shirts "tattletale gray"

COSTUME DETAIL checked by Bob James (left), manager of Malone's Studio Service, with Frank Beetson, costume director for film "An American Guerrilla in the Philippines"

"He's been up there
ever since we switched to Magnesol ! ! !"*

Want to set a record for keeping Fatty Acid solvent-odor trouble out of your plant?

It's easy—and profitable, too.

Just order MAGNESOL*. Scrape down, clean screens and re-coat with MAGNESOL*, and toss a scoopful in your wheel with every load. Then watch the crystal clear solvent flow thru the sight-glass; note the crisp, clear whites and colors of dresses; the soft "hand" of woolens; the "sweet" odorless cleaning you do—load after load, day after day.

Expensive? Not when you consider the savings on distillation, longer active solvent life, fewer re-dos, the profits from more satisfied customers.

Nothing can cost so much as a filter aid that costs a little bit less. Only MAGNESOL* can give you all the benefits of MAGNESOL* complete solvent purification. Order some and find out what you've been missing!

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FOOD MACHINERY AND CHEMICAL CORPORATION
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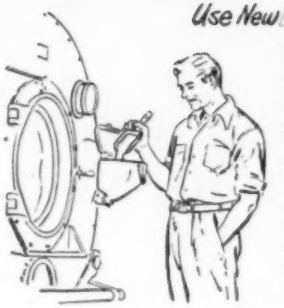
FOR

Quality Laundering & Wet Cleaning

You get identical efficiency from Calgon whether you use the regular form for preparing stock solutions or the new *instant* Calgon in dry form. Either form of Calgon conditions water for *quality* laundering and wet cleaning equally well. Calgon prevents and removes washing film . . . makes water wash and rinse better . . . makes everything in the washing formula work better.

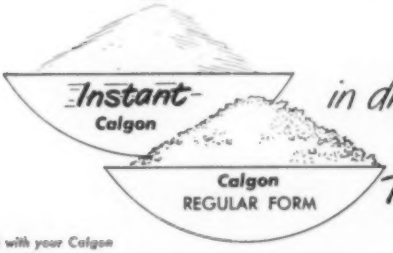


Use New Instant **calgon** *directly!*

You simply add new *instant* Calgon directly to the wash-wheel, hand-scrubbing soap, rinse tub, or rug shampoo solution. There is no need to make up a solution in advance. New *instant* Calgon is free-flowing, dissolves instantly at any water temperature. Available in 25 lb. drums or 100 lb. bags.

Use Calgon **IN THE FORM THAT'S BEST SUITED TO YOUR NEEDS—**

for quality laundering—wet cleaning—rug and upholstery shampooing



in dry form—ready for use

for stock solutions

Get in touch with your Calgon distributor, or write:

CALGON, INC., 323 Fourth Avenue, Pittsburgh, Pa.

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doused in oil to make them look completely damp without the accompanying discomfort for the player. Mr. James sees that the costumes are clean from a sanitary viewpoint but that the stains or other "character" features remain.

Rips and spots in clothing must also be noted. Malone's must know when to repair a costume and when to leave it strictly alone. The studio wardrobe department gives instructions in great detail.

The Technicolor camera often means extra hours for Gordon Sosbee, ace dyer, and his assistant. Technicolor never photographs white costumes because of the intense glare surrounding pure white. Therefore, all white materials are dyed gray. ("White" is also gray for the black-and-white camera.) Almost all colors must be subdued because Technicolor cameras are so sensitive to light that any extreme color is difficult to photograph. Designers and wardrobe directors try to solve the color problem when they buy material, but if they can't get quite what they want, Mr. Sosbee is always standing by with his dye vats.

One of Mr. Sosbee's chief jobs recently, with the great number of cowboy films in production, has been the aging of blue jeans or "levis." He must make these garments look as if they've weathered a few years on the lone prairie. His answer to the problem is to strip the blue color, leaving a faded appearance, then dry the levis in a tumbler.

The way Malone's will cooperate with a studio is illustrated by a recent experience in which a dress had to be dyed—and in a hurry. All wardrobe departments have color charts, identical with the color chart at Malone's. The wardrobe director told Mr. Sosbee what color he wanted, and by the time the dress arrived at the plant, the dye bath was ready. The dress was dyed, dried, pressed and back at the studio within two hours.

Malone Cleaners, like other cleaning establishments in or out of the movie business, is especially wary of any beaded costume or new materials that will not take the usual cleaning methods. A costume that must be dyed several shades also calls for the finest of technical skills. Malone's handles such garments with great care for the hours and days required to repair the damage may disrupt a shooting schedule.

The plant must also double-check belts and buttons. The cleaned garment must be complete in every detail, for a missing button might mean time and money-consuming retakes. Malone's, the studio wardrobe department and the script clerk all cooperate in checking these features through the long weeks of a shooting schedule.

The establishment has a 6000-square-foot cleaning plant and a 400-square-foot dyeroom. The coming of extensive television productions to Los Angeles may well cause additional expansion, because TV companies have found that Malone's can't be beat for theatrical and movie know-how. Also, many concert and band singers who tour the country send all of their gowns to Malone's on returning to Hollywood.

If Lana Turner or Tyrone Power or any of the other movie heroes and heroines look magnificent in their film finery, they can thank not only the wardrobe department but also the technical knowledge of Malone's Studio Service. # #

Someone WILL PROFIT CLEANING RUGS and CARPETS WHY NOT You!

EARN A PROFIT OF 2¢ to 5½¢ per sq. ft. Shampooing Carpeting "on-location"

EARN A PROFIT OF $1.12 to $3.50 on each 9 x 12 Rug cleaned in your plant

Most people want to make more money and can't. You can . . . through "on-location" carpet cleaning and rug cleaning in your plant. You need no large cash outlay . . . *as little as $350 down* . . . your customers are ready and waiting.

Consider these facts. Practically ALL your present customers have rugs that need periodic cleaning. Many have wall-to-wall tacked-down carpeting. These rugs and carpets keep getting dirtier and duller and dingier until some enterprising cleaner comes along to do the cleaning job.

But why an outsider instead of you? You come into frequent contact with your dry-cleaning customers. What an opportunity to tell them about your rug and carpet cleaning service! Just explain how HILD System Shower-feed Shampooing will restore the lustre, the bright colors and soft "feel" to their floor coverings . . . and you'll get orders right from the start.

Aggressive advertising will bring you in new business too . . . not only from homes but also from stores, theaters, hotels, apartment buildings, lodge halls, churches, etc. HILD is ready to help with a great variety of tested advertising material available for your use.

The profitable rug-cleaning field is wide open. Write today for complete details.

HILD Equipment—"Proved-in-Use for Over 23 Years"

TODAY! Mail Coupon for FREE BOOK

HILD System
RUG . CARPET AND UPHOLSTERY CLEANING EQUIPMENT & SUPPLIES

HILD FLOOR MACHINE COMPANY
740 W. Washington Blvd., Chicago 6, Ill.

Gentlemen: Please rush your free book of "FACTS." I am especially interested in ☐ Cleaning Rugs in my plant ☐ On-Location Carpet Cleaning ☐ Shampooing Upholstery.

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Address _____

City _____ State _____ NCD7

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LEGAL DECISIONS

by A. L. H. STREET

Responsibility as to Defective Fabric

Should a cleaner be held responsible for the damage sustained by materials which are so badly deteriorated at the time of their delivery that they are unable to withstand an ordinary cleaning process, where he has accepted them in the regular course of business *and has not been called upon to inspect their soundness?*

No, according to the Louisiana Court of Appeals. (Gugert v. New Orleans Independent Laundries, 181 So. 653.)

However, in that case it was decided that since the cleaner had been asked to inspect a set of seven-year-old drapes and found them to be in good condition, assurance to that effect given the customer "constituted at least a *tacit representation . . . that they could be successfully cleaned.*"

In this respect the decision is unsatisfactory as failing to take into account two different types of fabric: (1) Fabric that on reasonable inspection discloses defects that challenge an experienced cleaner's attention to the fact that further deterioration is apt to develop in the cleaning process. (2) Fabric that is *apparently* sound but is latently defective on account of *some concealed chemical or other condition which excusably escapes the cleaner's notice in inspecting the goods.* In the first case liability may well be imposed whereas in the second case the circumstances make it unjust to hold the cleaner responsible.

Combination Insurance Policies

If a cleaner carries one or more combination policies that insure against fire losses as well as burglary, windstorm and other risks, is he sure that he is as effectually covered as if there were separate policies?

If you are not certain, we suggest that you check on your insurance in the light of a decision rendered November 24, 1950, by the Court of Appeals, Eighth Circuit, in a case that arose in Minneapolis.

Minnesota, like many other states, years ago adopted a standard fire insurance law, prescribing what a *fire policy* might contain. In recent years there has been a tendency to issue combination policies especially adapted to particular types of business, in which for a single premium chattels are insured against other risks, as well as fire.

Such a combination policy was issued to a retail jewelry company in Minneapolis. It contained various conditions that might be invalid in a straight fire insurance policy, including one to the effect that a certain percentage of jewelry must be kept in a safe when the store was closed. The store burned one night with less than the required percentage of jewelry in the safe. The insurer refused to pay the fire loss on the jewelry and the insured sued.

The insurance company unsuccessfully defended the suit on the ground that the combination policy was not a fire policy within the meaning of the Minnesota law. The court said that for the purposes of a fire loss, the policy was a fire policy, and that the fact that the legislature had empowered insurance companies to issue combination policies like the one in question did not imply that they could differ in wording from a straight fire policy, *so far as the fire risk was concerned.* The court noted that the Minnesota Legislature had explicitly declared that the fire policy law should not apply to combination policies covering *motor vehicles,* thereby implying that all other kinds of combination policies should be required to conform to the standard fire policy requirements.

Comment: Of course, this subject is governed by the statutes of each particular state. The situation in some states may resemble that in Minnesota, while a different situation in other states might lead to a different conclusion from that reached by the Court of Appeals. The decision is of general importance principally as a tip that an insured cleaner is not in a good position if he thinks that he has fire coverage equal to that afforded by a straight policy while the insurer is thinking that it has "an ace in the hole" should a fire catch the cleaner failing to comply with a clause not applicable to a straight fire policy.

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney, and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

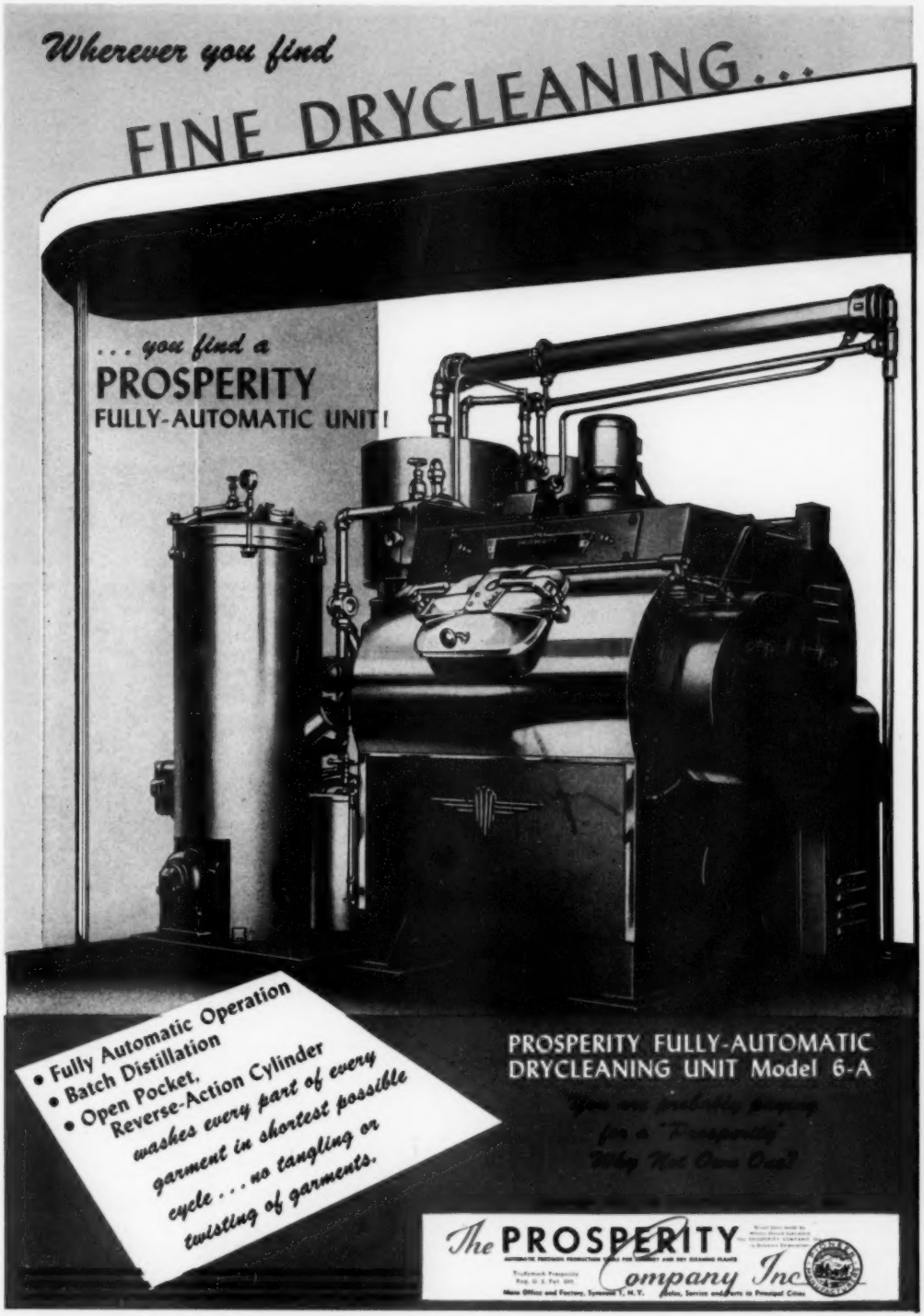
When Seller Misrepresents Business

Where a purchaser is induced to buy an established cleaning business through misrepresentation by the seller of facts bearing upon the probable future success of the venture—such, for example, as the volume of business previously done or the amount of profits netted—what can he do about it?

As shown by a decision rendered some years ago by the New Jersey Court of Chancery, much depends upon how promptly the buyer registers his kick. *By acting without undue delay* when he finds that he has been bilked, he can cancel his purchase, return what he has received from the business and compel the return of what he has paid the seller. Or, he can keep the business and sue the seller for damages, claiming the difference between the value of the business as misrepresented and its actual value.

In the New Jersey case, the court decided that the buyer's suit to cancel must be dismissed because he operated the business for seven to eight weeks after discovering that it did not live up to the representations made by the seller. (Onore v. North Jersey Dyeing & Cleaning Works, 96 Atl. 398.)

But there are many court decisions to the effect that the mere fact that a buyer is not able to earn as much as the seller earned does not necessarily show that the latter fraudulently misrepresented what the business would earn.



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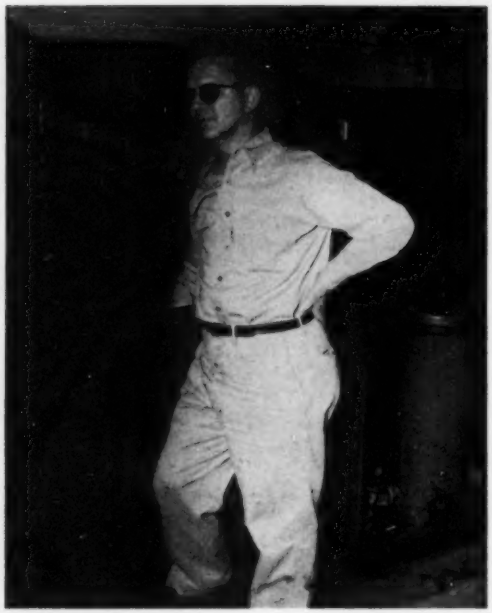
SIGHTLESS drycleaner Scotty Barton prepares to shut down after a busy day at his Gauley Cleaners



FEELING FOR SOLVENT LEVEL, Scotty makes certain solvent has completely drained out

Cleaner's Courage

Handicapped Drycleaner Makes Good As Plant Operator and as Citizen

by JOHN J. MARTIN

JUST EIGHT MONTHS after taking over Gauley Cleaners in Gauley Bridge, West Virginia, Laurence "Scotty" Barton lost his sight. Yet when we walked into his plant we found him pulling the last load of the day from the washer. After putting the garments in an extractor, he stepped behind the cleaning machine to make adjustments necessary for an early morning start.

An industrial explosion five years ago blew small pieces of steel into Scotty's eyes. He lost the sight of one eye immediately and that of the other a short time later.

During those five years, Gauley Cleaners has changed. Originally equipped with outdated equipment, capacity was small and volume smaller. Today, modern machinery processes a volume that will soon force the business to add additional equipment and move to a larger building.

Mr. Barton has never seen any of the equipment now in the plant. As each piece of old machinery was moved out and a new one replaced it, he faced a new problem. A former safety engineer, he knew machinery. By concentration and touch, he studied every position and part of the equipment. Without the aid of special gadgets or guideposts, Scotty can operate the 30-pound drycleaning washer, the 21-inch extractor, the tumbler and the two utility presses that are the bulk of the machinery in the plant.

Varied interests in the small but progressive town of Gauley Bridge prevent Scotty from devoting all his time to the cleaning room. Capable employees run the plant while he is attending to the service station, which he also operates, to community affairs or his family. But when rush times call for that extra hand, Scotty peels off his coat and bridges the gap. He is first and foremost a drycleaner.

In analyzing his future, Scotty felt that he could add to the progress of Gauley Bridge, where new roads have increased both population and opportunities. He knew drycleaning and was determined to make a go of it despite his handicap. As this town of 1,800 has grown, he has been one step ahead. Anyone in Gauley Bridge will tell you that he has succeeded in helping not only himself but his community.

Not just another cleaner's success story, but a story of a cleaner's courage. # #

The present defense economy has placed Carbon Tetrachloride, and all other Chlorine derivatives, in extremely tight supply. As has all the chemical industry, Stauffer plants and personnel have been working long and hard to meet this extra demand. But chemical production entails tremendous expenditures of time and effort. You can be sure that Stauffer is doing its level best to meet the requirements of its distributors in the dry cleaning industry.

Stauffer CHEMICALS SINCE 1885

ZOL Specialty Carbon Tetrachloride
Base Drycleaning Mixture

STAUFFER CHEMICAL COMPANY

420 Lexington Avenue . . . . . New York 17, N. Y.
221 North LaSalle Street . . . . . Chicago 1, Illinois
824 Wilshire Boulevard . . . . . Los Angeles 14, Calif.
636 California Street . . . . . San Francisco 8, Calif.
424 Ohio Building . . . . . Akron 8, Ohio

APOPKA, FLA. • NO. PORTLAND, ORE. • HOUSTON 2, TEX. • WESLACO, TEX.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Chemicals you live by

all right...

so why DO we continue advertising

Our dry cleaning fluids are in such short supply that we are unable to take new customers. Nobody feels worse about that than we do.

The shortage of both Carbon Tetrachloride and Perchlorethylene is such that we cannot always supply even our regular customers with what they want. We try our best to serve them at least with some material regularly. However, Armed Forces purchases and defense industry requirements have created an unprecedented demand.

We are trying to provide the very best of service to help, wherever we can, to ease the difficulty of this period of shortage and confusion.

This period will end but who knows when? When it does, we sincerely hope that consumers will recall our name favorably. DIAMOND is one of the oldest suppliers of Carbon Tetrachloride to the cleaning industry. Very frankly, we continue to keep our name before you in the hope you will understand our problem and realize that we will be pleased and prompt to tell you when our supply situation is better.

DIAMOND CHEMICALS FOR DRY CLEANING

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO

DIAMOND ALKALI CHEMICALS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

How much of your EQUIPMENT INVESTMENT are you losing due to FAULTY TRAPPING?

FOR example; it just isn't sensible to make a capital investment of $9000 to $10,000 in a flatwork ironer and then lose 10 to 25% of its capacity in trying to save a few dollars on steam traps for it!

Armstrong Unit Trapping never fails to give maximum ironer output. (Available records show an *average* production increase of over 20% where Armstrong unit trapping has replaced obsolete condensate drainage methods.) Figure that out over the life of a machine.

Armstrong Traps are noted steam savers, too. Fuel savings of 10% to 33 1/3% are common. You couldn't make a better investment than in the traps that are sold on a "satisfaction or your money back" basis.

Send for BULLETIN 193 and the name of your nearby Armstrong Representative.

PROOF!

30-35% INCREASE IN PLANT efficiency since installing Armstrong Steam Traps.—*Peabody Steam Laundry, Peabody, Mass.*

52 FEET A MINUTE ironing speed on sheets. This is *faster* than the manufacturer's rating of the ironer.—*Lincoln Laundry, Tampa, Fla.*

15% MORE OUTPUT after trapping all machines with Armstrongs.—*Sun Ray Cleaners, Chicago, Ill.*

ARMSTRONG MACHINE WORKS
850 Maple Street • Three Rivers, Michigan

ARMSTRONG *Inverted Bucket* **STEAM TRAPS**

Factory Representatives in 48 Key Cities . . . Traps Stocked at 147 Points

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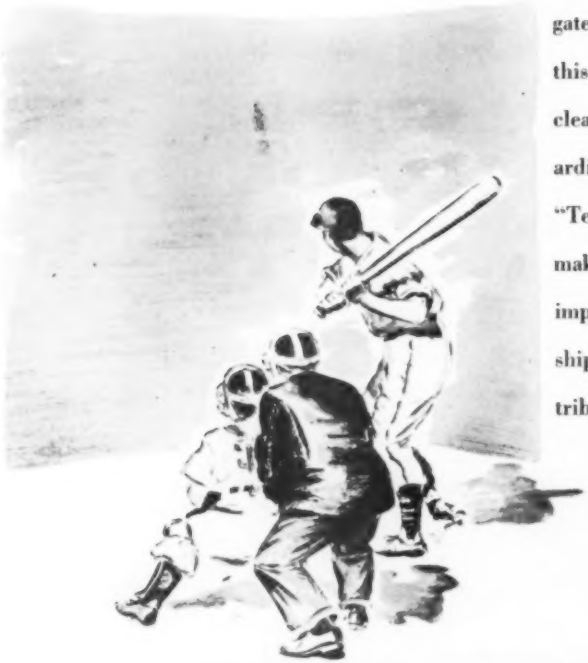
Like **BROOKLYN and the DODGERS**

STOD-SOL

and STOD-SOL Test Bundle Service

GO TOGETHER



With the crowd appeal of "Dem Bums" from Brooklyn, most any drycleaner's gate receipts would be terrific. So, take this coaching-box tip from progressive cleaners throughout the nation: standardize on STOD-SOL and STOD-SOL "Test Bundle Service." Result? You'll make a solid hit with the public through improved speed and quality of workmanship! Ask your nearest STOD-SOL distributor for details.

ANDERSON-PRICHARD
INDUSTRIAL NAPHTHAS

ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS REFINERS

OKLAHOMA CITY, OKLA.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Sanitone Engineers Named

The appointment of five senior Sanitone engineers has been announced by Emery Industries, Inc., Cincinnati, Ohio.

Lorne A. Daggett of Salmon Arm, British Columbia, is already well established in his territory to service Sanitone licensees in northern Wyoming, all of Montana, and the part of Canada immediately north of Montana. Mr. Daggett holds a mechanical engineering degree from Oregon State College, and continued graduate studies at McGill University, Montreal. He has done extensive market research on drycleaning markets.

LORNE DAGGETT

Richard B. Callaghan will be stationed in Albuquerque, N. M., and will serve that area. An Army veteran and reservist, Mr. Callaghan attended San Francisco Junior College and Otterbein College. He has had three years of drycleaning industry experience, two of them in equipment sales and one year in supervisory plant experience.

RICHARD CALLAGHAN

J. O. Hays will serve Sanitone licensees in Arkansas and east Texas. A Marine veteran, Mr. Hays has been connected with a well-known soap company and other allied trades firms in the area.

Howard L. Smith has been assigned to Kansas, except the extreme eastern section, and Oklahoma. He has had seven years of experience in the drycleaning industry, spending five years with Fenton United Cleaning & Dyeing Co. of Cincinnati as staff engineer and two years as plant superintendent particularly concerned with workflow and production costs. He studied business administration at the University of Cincinnati.

HOWARD L. SMITH

J. O. HAYS

Harold F. Chord will cover all of Oregon, southern Washington, and all of Idaho except the Coeur D'Alene section. Formerly superintendent of drycleaning for National Laundry Co., Portland, Ore., Mr. Chord's experience also includes association with Van Waters and Rogers of Portland as laundry and drycleaning salesman and with Enke City Dye Works of Portland, as drycleaning superintendent.

HAROLD F. CHORD

American Drive-in Manuals

A comprehensive study of the drive-in laundry problem, comprised in three manuals, has just been released by The American Laundry Machinery Co.

The attractively illustrated manuals analyze the problem in great detail. They cover such important points as site selection, building design, equipment analysis, production procedure and virtually every other question essential to intelligent consideration in planning a drive-in installation.

Copies of the study are available without charge on request to the General Divisions Department, The American Laundry Machinery Co., Cincinnati 12, Ohio.

New Press Pad

The Manitowoc Cotton Goods Manufacturing Company of Manitowoc, Wis., has announced an entirely new Samsonmite foam-rubber press pad. The base is of specially interwoven steel fiber which is said to retain resiliency and assure 100 percent porosity of steam. According to the company, the new pad has been tested and proven in use. The foam rubber is completely enclosed and protected to prevent breaking and hardening. It is sold on an eight-month replacement guarantee.

The pad is the latest addition to the Samsonmite line of products for the drycleaning industry which includes tumbler pads, filter bags, extractor covers and soap whips.

Davies-Young Staff Changes

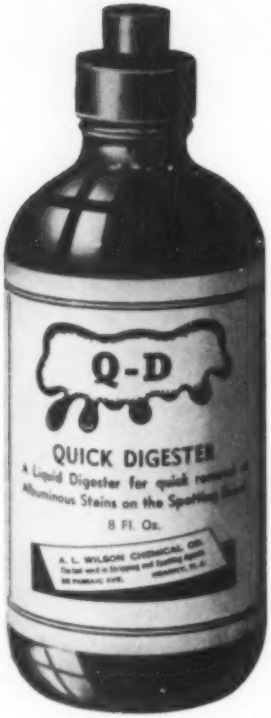
Recent changes in the sales organization of the Davies-Young Soap Company, Dayton, Ohio, have been announced by John Young, sales manager of the Laundry and Drycleaning Division of the company.

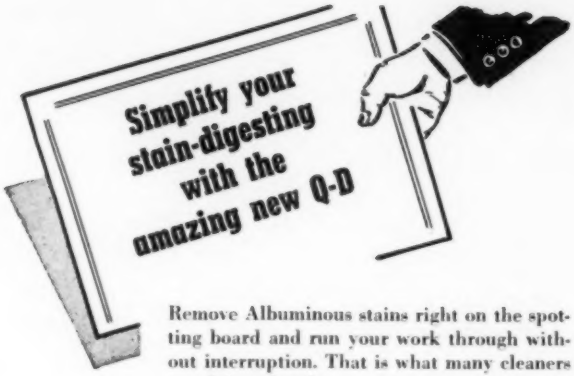
HOWARD STEVERDING

WALTER MORRIS

Howard (Steve) Steverding, who for the past two years has been in the Indiana and Kentucky territory, has been transferred to the West Coast and now has his headquarters in San Francisco. He will cover the entire Pacific Northwest, a territory which he previously covered from 1946 to 1949.

Walter (Walt) Morris has moved his headquarters from





Remove Albuminous stains right on the spotting board and run your work through without interruption. That is what many cleaners are doing already.

Q-D removes Blood, Gravy, Discharge, Milk, Ice Cream, Vomit, Egg, Glue, Coffee, Tea, Chocolate, Salad Dressing, Beverage (Soft Drinks), some Writing Inks, Yellow (tannin type) stains, etc.

When you use Q-D you save wet cleaning of garments. You also eliminate the necessity of placing the garments aside for prolonged soaking.

So why not try this new amazing digester and convince yourself of its outstanding qualities. It costs so little and does so very much.

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE., KEARNY, N. J.

San Francisco to Los Angeles. This will enable him to concentrate on southern California and Arizona, where he can spend more time in assisting laundry and drycleaning plants.

New Unipress Shirt Unit

The Unipress Company has introduced a new unit, called the Unipress Constellation Shirt Finishing Unit, which incorporates the new Unipress one-lay sleever and the Unipress automatic shirt-folding unit with four standard presses.

According to the manufacturer, with the new equipment the production of two girls is stepped up to 96 shirts per hour. One operator takes care of the one-lay sleever, the triple head and a folding machine. The second operator handles the yoke press, bosom press and backing press. The work is balanced for coordinated production, Unipress states, and fatigue is kept at a minimum.

The Unipress Constellation Shirt Finishing Unit requires a space approximately 9½ by 14½ square feet complete.

Additional information may be obtained by writing to Unipress Company, 2840 Lyndale Ave. S., Minneapolis, Minn.

Kohnstamm Elected to 100-Year Association

THE HUNDRED YEAR ASSOCIATION OF NEW YORK, INC.

AIMS TO PRESERVE, FOSTER AND PERPETUATE THE HIGH IDEALS AND WORTHY TRADITIONS HANDED DOWN THROUGH THE YEARS IN THE BUSINESS AND PROFESSIONAL LIFE OF THE CITY OF NEW YORK, TO RECORD THE FOUNDING AND DEVELOPMENT OF SUCH BUSINESS ESTABLISHMENTS AS HAVE BEEN CONTINUOUSLY CONDUCTED IN NEW YORK CITY FOR A PERIOD OF ONE HUNDRED YEARS OR MORE, TO EXTEND KNOWLEDGE OF THE CHARACTER, ACHIEVEMENT AND PURPOSES OF THE INDIVIDUAL MEMBERS, TO PROMOTE SOUND BUSINESS PRINCIPLES, PRACTICES AND ORGANIZATIONS, TO USE THE BACKGROUND OF LONG EXPERIENCE FOR THE COMMON GOOD AS OPPORTUNITY ARISES, AND TO STAND READY TO AID AND COUNSEL THE SPONSORS OF MORE YOUTHFUL ENTERPRISES WHOSE SUCCESS WOULD CONTRIBUTE SUBSTANTIALLY TO THE CITY'S BUSINESS FABRIC.

THIS CERTIFIES THAT

H KOHNSTAMM & CO

HAS BEEN ELECTED TO FULL MEMBERSHIP IN THIS ASSOCIATION

THIS 26 DAY OF FEBRUARY 1951

Secretary — President

In recognition of its century of service to the laundry and drycleaning industry, the firm of H. Kohnstamm & Co., Inc., has been awarded membership in The Hundred Year Association of New York. The Kohnstamm company was established in 1851 in a small one-story building in New York City, and has since expanded into a national organization with branches in the major distributing centers of the United States.

In accepting the certificate of membership Louis J. Woolf, president of Kohnstamm, said, "If the first 100 years are the hardest, we can face the next 100 years with complete faith in the American way of life, and in the ability of our organization to meet the new problems of business and the industry as they arise during the unpredictable years ahead."

New Zipper Lubricant

Peter Day of High Chemical Co., 1756 N. Howard St., Philadelphia 22, Pa., has announced production on "Zipola," a new zipper lubricant which he claims offers amazing relief for sticky zippers. According to Mr. Day, the product is fast and easy to use and will not stain. A few drops are pressed into the slide and the zipper works like new.

Mr. Day reports that the product has been tested in leading plants throughout the country with excellent results.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

V & W Speed Cart

The new Superior "200" Speed Cart, designed to speed up the flow of unfinished garments from marker to presser, has been announced by V & W Equipment Co.

According to Charlie Waits, the new cart can cut handling costs up to 20 percent. Gar-

ments can be inspected and assorted from one cart to another for spotting or finishing rooms, and the spotter need not stoop over to use the cart. Mr. Waits also points out that wrinkling of garments in transportation is eliminated by use of the cart and that it simplifies unloading of tumblers.

The device is named "200" Speed Cart because it has been tested to hold over 200 pounds of garments. It is 37 inches long, 30 inches to the bed and 19 inches wide. Finished in gray enamel, the cart has 3-inch ball-bearing casters that are said to roll easily on any type of floor.

Complete details may be obtained by writing to V & W Equipment Company, 664 W. Peachtree St., Atlanta, Ga.

New Soundproof Fiberboard

The Armstrong Cork Company, Lancaster, Pa., has introduced a new fiberboard acoustical material which it states is ideally suited for use in remodeling retail establishments. The new product, called Perforated Temlok Tile, is a companion product to Armstrong's Temlok Tile and Cushiontone, and has the same Lok-Bevel joint for simple installation.

The new tile is available in 16-by-16-by-½-inch size, with perforations arranged in a 12-inch pattern, and is painted a warm white color. It will be distributed through lumber dealers.

Guptil Represents Eclipse

Eclipse Fuel Engineering Company, Rockford, Illinois, manufacturer of gas-fired industrial heating equipment, has

CHARLES W. GUPTIL

announced the appointment of Charles W. Guptil as its representative in St. Paul. He replaces Henry E. Balsley, who is retiring July 1.

Mr. Guptil is a graduate of the University of Minnesota and a veteran of four years' service in the U. S. Navy. He has been associated in managerial posts with several Midwestern fuel and gas equipment companies. Since July 1, 1949, he has been associated with Mr. Balsley in the Eclipse office at 1694 Grand Ave., St. Paul 5, Minn.

New Type Sewing Machine

The Elna Sewing and Mending Machine, which is said to incorporate the first new design in 50 years, has been introduced by the Mark-O Corporation.

It is claimed that the Elna machine can sew, mend and darn almost invisibly, because it is the only machine that can use superfine No. 120 thread without snapping it. It sews as well with nylon and conventional threads. It is further stated that the Elna offers such advantages as mending nylon nets, cuff tacking, and sewing and mending with ease on the heaviest or sheerest fabrics.

The Elna sews forward or

THOUSANDS NOW IN USE IS A GREAT RECOMMENDATION

High Speed — Safety Equipped
WESTERN Extractors

Western Extractors are faster, yet are safer and easier to start and stop. New design cuts vibration. All parts are corrosion resistant.

WESTERN SAFETY FEATURES

Each Western Extractor is equipped with an interlocking safety device on the cover that makes it impossible to start the machine when the cover is open, or lift the cover when the basket is in motion. The motor is explosion proof for complete safety in dry cleaning plants. Foot operated brake brings the self-balancing basket to a gradual stop.

A SIZE TO FIT YOUR WASHER

Western Extractors are available in a wide range of sizes to fit every washer. The right size takes all the load from the washer and cuts out extra handling.

Write today for full information and free book describing Western Laundry and Dry Cleaning Equipment.

Western Laundry Machinery Co
North Kansas City, Mo.

WESTERN LAUNDRY MACHINERY CO.
10th and Fayette, Dept. NC North Kansas City, Mo.
Please forward complete information on Western Extractors. Size needed _____
Name _____
Address _____
City _____ State _____

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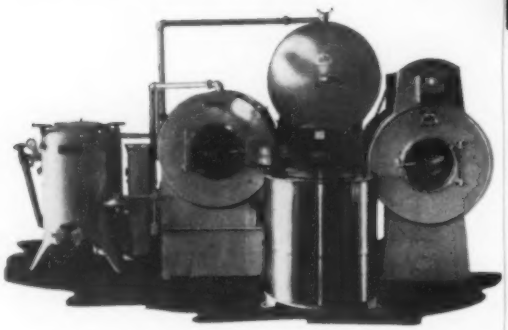
PROFITS

are easy for those who use

HAMMOND *Atomic*

DRY CLEANING UNITS



The Hammond Atomic Dry Cleaning Plant is the finest open-end unit money can buy . . . yet low in price! It will give you faster cleaning and superior workmanship. The double output plants get from this wonderful, fully automatic Unit, enables them to pay for it in one year's time. Available in two sizes—10 or 20-unit capacities.

SPECIFICATIONS

- ★ Hammond Atomic dry cleaning Washer
- ★ Hammond Monel Screen Vacuum Filter with motor driven pump, button trap, sight glasses, prefabricated piping, control valves and cleanout tools
- ★ Hammond Wizard Extractor
- ★ Hammond Master Drying and Deodorizing Tumbler
- ★ Compact horizontal storage tank with Magnetic Gauge, mounted on a steel cradle connected to unit
- ★ Special extractor solvent recovery tank with diaphragm switch control, strainer and magnetic valve, for putting extracted solvent back into the system is available.

This unit has eliminated noise, vibration, and friction —all enemies of dry cleaning equipment. Completely enclosed — streamlined and modernistic.

Write for prices and description on this remarkable unit

HAMMOND BLDG., WACO, TEXAS

Hammond
LAUNDRY-CLEANING MACHINERY CO.

Resillo PRESS PADS

- FLAMONEL metal flannel
- STANDARD
- CHAMPION
- FOAMONEL foam rubber metal mesh
- PERFEX
- PERMOPADS

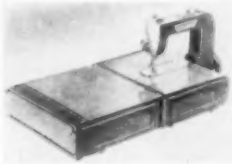
Made in exact accordance with press manufacturers specifications.

RESILLO COMPANY 2328 W. Nelson St. Chicago 18, Illinois

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL PRESS PADS

backward with the flick of a lever while in motion, with the identical stitch. It also monograms, embroiders and does shirring.

When the sewing surface is removed, the Elna has an "open arm" which permits sewing on tubular shapes, such as



cuffs, armholes, trouser legs, sleeves, slipcover corners, as easily as sewing on a flat surface. Other features described by Mark-O are almost vibrationless and silent operation, automatic bobbin, built-in lighting, non-jamming precision mechanism. Elna is self-adjusting for all sewing and mending functions by the turn of a dial, and operates on either AC or DC current.

Further details may be obtained by writing to the Mark-O Corporation, 17 W. 60th St., New York 23, N. Y.

New Digester by Wilson

John G. Schwarzmann, president of A. L. Wilson Chemical Co., Kearny, N. J., has announced the introduction of a new product. A liquid digester for quick removal of albuminous-type stains on the spotting board, it has been named Q-D, Quick Digester.

The company claims that the new product will quickly remove blood, gravy, discharge, milk, ice cream, vomit, glue, coffee, tea, chocolate, salad dressing, soft drinks, some writing inks, yellow (tannin-type) and other stains. It is said to eliminate the necessity of prolonged soaking of a garment.

The announcement also states that Q-D does not break down under heat and may be used in connection with the steam gun.

Germ-Control Product

A new germicidal product which is used in the dust mop during daily maintenance has been announced by Huntington Laboratories. The new product, called Antiseptic Huntolene, is said to control all types of communicable-disease bacteria and prevent their growth. The germicide is sprayed into the mop head and allowed to stand for 24 hours before use. After use, the mop can be washed out with soap and water.

A sample of the product is available on written request to Huntington Laboratories, Inc., Huntington, Ind.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Synthetic Cleaners Meet in New England

A meeting recently held at Boston by William G. Fitzsimmons, Inc., Cambridge, Mass., was attended by about 100 dry-cleaners who use synthetic solvent. The meeting was devoted to a discussion of the best methods of conserving synthetic solvents.

Using slides to illustrate their points, Nelson C. Cooper, chief of the technical service of the Du Pont Company, and O. Wade Clanton, technical specialist for Du Pont, discussed synthetic-solvent conservation through efficient handling and proper operation of equipment.

Left to right: O. Wade Clanton and L. P. Litchfield, Du Pont; William G. Fitzsimmons; Nelson C. Cooper, Du Pont; Leo M. Donnelley, Wayne A. Williams and William L. Broderick of Fitzsimmons

Robbins Joins Sec Sales Organization

Carl Blackman, sales manager of the Sec-o-matic Corporation, Bloomfield, N. J., has announced the appointment of H. J. "Jimmie" Robbins to represent the company in the upper New York State and Connecticut area.

No novice in the cleaning industry, Jimmie is a graduate of the NICD school in Silver Spring, Md., and was formerly a chemical salesman for some of the largest supply houses in and around New York.

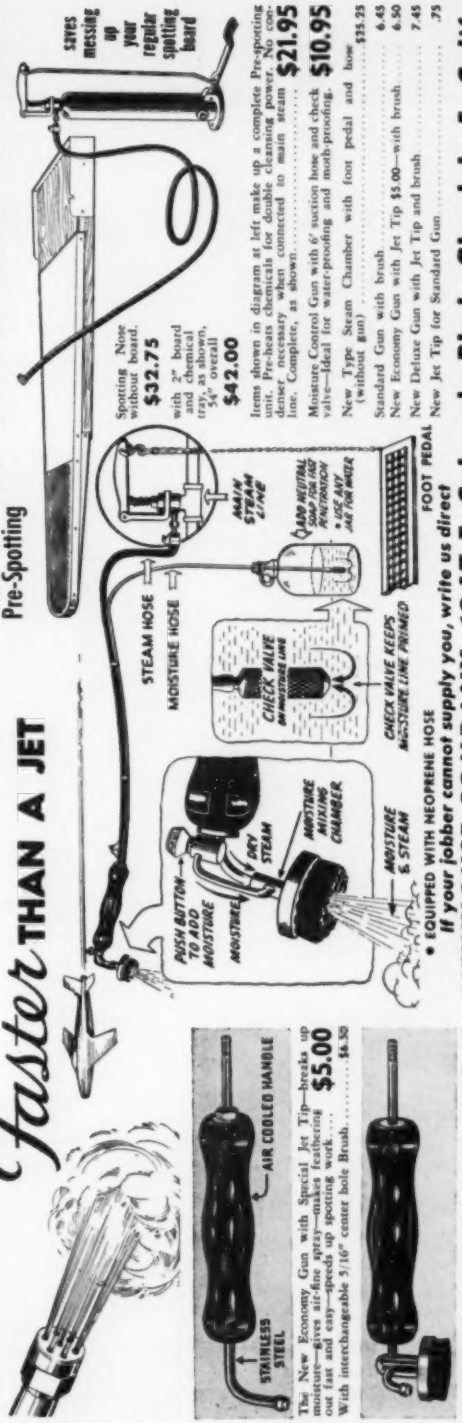
In joining Sec-o-matic, Jim-

H. J. ROBBINS

JOE ROBBINS

This "ALL-IN-ONE" Stainless Steel SPOTTING NOSE Is Ideal for Pre-Spotting

Faster THAN A JET



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Boost Press Production 25% with Billmyre DRYSET

Economical Model #6 for Shops using up to 6 presses

Dryset boosts production because it dries garments instantly with *dry* air. Finishing time is drastically cut. Working conditions are improved because Dryset uses no steam. There are no bursts of live steam to raise humidity and room temperature. Operators can work faster.

DRYSET PAYS FOR ITSELF

In only a few months, substantial savings in steam and finishing time pay the cost of your Dryset. Get all the facts—mail coupon today.

Dryset units like this one serve up to 250 presses.

LAMSON CORPORATION, Billmyre Blower Division
459 Lamson St., Syracuse 1, N. Y.

Please send me your DRYSET Bulletins — free of charge. I have (or shall have) ..... pressing machines.

Name .....

Company .....

Address .....

City ..... Zone ..... State .....

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Montpelier "Side-Aisle"

DELIVERY VEHICLES

Engineered and Built to

Meet YOUR Specific Needs

Cut Delivery Costs . . . Increase Efficiency. Your Choice of Chassis. Your truck dealer has—or will gladly obtain—complete details. Insist upon MONTPELIER.

Montpelier "Urban"

Write, Wire or Phone for Details

THE MONTPELIER MANUFACTURING CO., MONTPELIER, O.

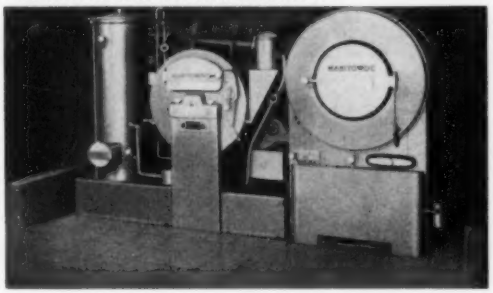
mie joins his father, Joe Robbins, veteran sales representative for Sec, who has been in the drycleaning field for the past 30 years. The elder Robbins was the founder of the first synthetic cleaners' association in New York City.

Pennsalt Peroxide Bulletin

Pennsylvania Salt Manufacturing Company has issued a new bulletin on hydrogen peroxide, written in nontechnical language for workers or purchasing agents who need a compact, ready reference. The booklet includes suggestions for the applications, handling, shipping and storing of hydrogen peroxide.

Copies of the bulletin may be obtained by writing to Pennsalt Chemicals, Industrial Chemicals Department, 1000 Widener Building, Philadelphia 7, Pa.

Manitowoc Introduces New Perchlor 600



The Manufacturing Division of Manitowoc Shipbuilding Company, Manitowoc, Wis., has placed in production another model of its synthetic drycleaning unit called the "Perchlor 600," with a capacity of 105-120 pounds per hour. The new unit replaces the Manitowoc introduced last year, and incorporates many new and improved features.

The outstanding new addition pointed out by the manufacturer is the continuous distillation feature. The 30-gallon built-in still is specially designed to permit fast, easy cleaning and servicing. Solvent is continuously filtered through stainless steel plates and filter bags. A specially designed filter pressure applicator is claimed by the manufacturer to remove all solvent from sludge and facilitate sludge removal.

Another new feature is the "dual level" ventilating system, designed for safety and odorless operation. In addition to fume suction into both washer and tumbler when doors are open, a built-in floor-level air duct surrounding the unit on three sides withdraws any possible fumes at the floor level.

Other features continued from the previous Manitowoc unit include low heat recovery tumbler, which is said to prevent shrinkage; solvent agitator to the built-in storage tank; dual

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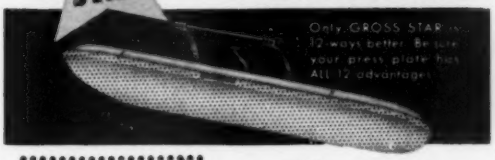
GROSS STAR Aluminum GRID PLATES NEED NO REINFORCING



up to 46" . $14.85
mushroom . 11.00
over 46" . 19.25
from your jobber

Thicker—Harder

L. BEHRSTOCK CO.
1708 S. State St.
Chicago 16, Ill.

drum design for greater hourly capacity, and a "lifetime" lubricated clutch.

The 600 is delivered as a complete package, ready for operation.

Takamine Appointments

Takamine Laboratory, Inc., Clifton, N. J., has announced the appointment of Dr. Eric G. Snyder and John J. Kenneally as vice presidents of the firm.

Dr. Snyder resumes his present duties as vice president in charge of research and development, production and sales. Mr. Kenneally will continue to head the administrative, accounting and controlling departments.

The appointment has also been announced of Herbert Bennett Uhl as plant manager in charge of production. Mr. Uhl, a graduate of Pennsylvania State College, School of Agriculture and Biological Chemistry, was formerly superintendent of a well-known chemicals plant.

HERBERT B. UHL

DR. ERIC G. SNYDER

JOHN J. KENNEALLY

Newhouse Clamp Improved

Improvements on its Deluxe Press Clamp have been announced by the Newhouse Company, 1247 E. Colorado Blvd., Glendale, Calif. A new flat clamping bar of special heat-treated spring steel replaces the round rigid type. This flat bar is flexible enough to conform snugly to the contour of any buck and exerts even more holding power than before, according to E. J. Newhouse.

Another special feature of the clamp which Mr. Newhouse points out is its method of application. The handle and rear hook can be turned sidewise

the Fletcher "WHIRLWIND"

has ALL THE FEATURES YOU WANT IN AN EXTRACTOR

The Fletcher "Whirlwind" is widely used throughout the industry because it offers advantages to owner and operator alike. It is unusually self-balancing—extremely dependable and economical in operation, requires no heavy foundation. Ready accessibility all around the basket is another reason for its popularity. Three standard sizes as well as a number of "extra high speed" models are offered to meet every need.

For increased production and fast thorough safe extraction . . . investigate the Fletcher "Whirlwind". Send for bulletin giving details. Engineering consultation available.

FLETCHER WORKS
213 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED 1850

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DOCTOR BOILER says...

"REMOVE STUBBORN BOILER SCALE

QUICKLY—ECONOMICALLY—POSITIVELY"

Remarkable DOCTOR BOILER, the scientific scale remover with "colloidizing action," actualy forces boiler scale to remove itself. Non-acid, no free alkali, does not injure hands or damage clothing, works in all kinds of water—DOCTOR BOILER is GUARANTEED and INSURED!

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If you'd like to join this distinguished list—write for particulars.

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Virginia-Carolina Laundry Supply Corp., Richmond

NEW NON-SLIP SURFACE for SNA-PON . . . an added feature

IT'S EASY TO PUT ON SNA-PON:

50% easier to thread!
Just slide on and press down!

The famous non-pivot guard now with non-slip surface that decreases handling time even more! Snaps on any standard wire hanger . . . die-cut ends prevent pivoting . . . rigid fiber in tubular shape —stands more abuse. It's a completely new principle, fully patented.

SNA-PON is approximately ½" round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16½" x 15½".

Contact Your Jobber

TILLERY CONTAINER CO.
6000 WILSON AVE. KANSAS CITY 3, MISSOURI

while the clamping bar is placed flat across the garment. The bar then remains undisturbed in that position while the handle

and rear hook are turned back to normal and "locked" on the buck by the compression spring behind the handle. As there is no pulling or moving of the bar when the clamp is being secured to the buck, there is no wrinkling or puckering of the garment, Mr. Newhouse states.

Besides its regular use in adjusting and stretching garments, the manufacturer recommends the new Deluxe Press Clamp for keeping pleats in place while pressing.

Wrisley Takes Werk Line

The Allen B. Wrisley Company, Chicago, Ill., has announced that it has acquired the industrial trade names of the M. Werk Company of Cincinnati. The soaps previously manufactured by Werk will continue to be made as in the past, Wrisley announces, and will be sold through present channels of distribution.

George A. Wrisley, Jr., general sales manager of the Allen B. Wrisley Company, has announced the appointment of H. R. Schmidt as sales manager of the company's Industrial Soap Division. Mr. Schmidt, who was

H. R. SCHMIDT

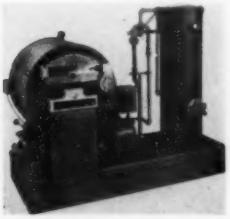
associated with the M. Werk Company for a number of years, is well known in the soap industry as an expert on soap applications and processes.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SEND
GARMENTS
FOR DYEING
TO
ALMORE
DYE HOUSE
THE DYEING NAME OF UNDYING FAME
4412-24 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Teichner, President • Continuously in Business Since 1919

New Mercury Unit

Mercury Cleaning Systems, Inc., 349 W. Washington Blvd., Chicago, Ill., has introduced a drycleaning unit for use with



Stoddard solvent, in addition to its regular U/L listed Mercury Drycleaning Unit for use with high-flash petroleum solvent.

In the Stoddard solvent unit the tumbler is optional and separated from the rest of the unit, which consists of storage tank, filter, washer-extractor. Explosionproof motors and explosionproof switches are used throughout. In addition, the separate drying tumbler carries fusible link and explosionproof hatch. All of these safeguards, Mercury states, are in strict accordance with National Board of Fire Underwriters' requirements for Stoddard solvent operation.

The Mercury drycleaning unit for the Stoddard solvent use may be purchased with or without the separate drying tumbler.

Street's Service Pins

Three more members of the technical field force of R. R. Street & Co. Inc., Chicago, Ill., have received service pins as

JOE KEEGEL

When writing to advertisers please mention The NATIONAL CLEANER & DYER

9 out of 10 presses
USE PRESSTITE CONNECTORS

YOUR GARMENT or laundry presses deserve completely reliable, trouble-free steam connectors. That's why 9 out of 10 presses are originally equipped with Presstite* seamless flexible metal connectors.

WHEN YOU REPLACE your connectors, be sure to ask your jobber for Presstite. For machines originally fitted with swing joints, ask for Steamtite.* Bulletin L-173 shows how to order the right connector for your machine. Send for it today.
The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada: The Canadian Fairbanks-Morse Company, Ltd.

*Reg. U. S. Pat. Off.

ANACONDA

New Yorkers
Unipress
Leef
Excelsior
Goldman
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Shedlov-Heinz

wherever connectors must move... **American**
FLEXIBLE METAL HOSE AND TUBING

SEEING SPOTS!!
start using AL-BEX*

*Spix "SUPER SPOTTING AID"
- for wet cleaning or steam spotting
- for removing blood, albumin

Mr. DRYCLEANER: Do you want to get out more spots? AL-BEX is your answer . . .

Albumin holds in many spots . . . remove the albumin . . . and the spot comes out . . . that's what AL-BEX does.
Comes in a handy dispenser bottle . . . stains can be removed without a re-run . . . saves time . . . saves money.

MR. JOBBER . . . Are you selling your share of Al-BEX . . . the spotter more dry cleaners are demanding . . . you don't have to service this one . . . just deliver on order, or we will drop ship.

Spix PRODUCTS COMPANY
119 Dahlem Street Pittsburgh 6, Pa.

part of the company's 75th anniversary celebration.

Joe Keegel celebrated his tenth anniversary with Street's on June 16. He currently has headquarters in Jersey City, N. J., and serves Street's customers and jobbers on the New Jersey side of the New York metropolitan area.

Tom Hainline will celebrate his seventh anniversary with Street's on August 1. With headquarters in Portland, Oregon, he serves Street's customers and jobbers in the Pacific Northwest.

On August 7 Jack Fields will also celebrate his seventh anniversary with the company. His headquarters are in Los Angeles, and his territory is Los Angeles County and San Diego.

TOM HAINLINE

JACK FIELDS

Warco Representatives

Warco Laboratories, Los Angeles, Cal., has announced the appointment of Lee Hobson

When writing to advertisers please mention The NATIONAL CLEANER & DYER

New ZEPHYR Dry Cleaning Washer

Cuts Washing Time Up to 30%
Reduces Spotting Up to 50%

PREPARE NOW for the YEARS AHEAD!

Here's the greatest bargain in the industry today! Pays for itself out of savings. This NEWEST MODEL Dry Cleaning Washer has every improvement for higher speeds, greater output and reduced cleaning and spotting-time costs. PRICES AND TERMS YOU CAN READILY AFFORD! *Immediate deliveries* on all sizes from 30" to 54" diameters, any length.

EXCLUSIVE FEATURES

All steel cylinder . . . all steel shell . . . self-aligning roller bearings . . . double doors with unloading shelves . . . pivoted drive . . . noiseless . . . safe.

WRITE, WIRE OR PHONE FOR DETAILS TODAY

ZEPHYR LAUNDRY MACHINERY CO.

LA SALLE AND HURON STREETS · CHICAGO 10, ILLINOIS

as a new sales representative. He will cover a territory including Missouri, Illinois, Indiana, Kentucky, Ohio, Virginia and West Virginia.

A. J. PASSANTE

LEE HOBSON

Mr. Hobson has conducted cleaning plants for the past 25 years. He also spent six months at Warco in special training for instruction in cleaning and spotting.

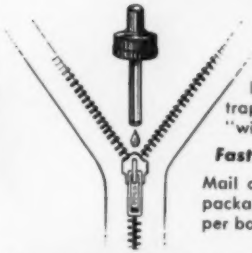
The most recent addition to the staff of Warco representatives is A. J. "Tony" Passante, who studied at Syracuse University before being called into the armed forces. Mr. Passante will be the company's West Coast representative, replacing Douglas J. Ramsey, who has been recalled to military service.

Pennsalt Plant Management

The Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., has appointed G. A. Nelson works manager of the

ZIPOLA

Sensational New Product Sends Out Every Garment With a Free Sliding Zipper



No more sticky zipper troubles with ZIPOLA. A few drops into the zipper slide and, presto, like the man on the flying trapeze, every zipper zips "with the greatest of ease."

Fast • Easy • Non-Staining

Mail coupon with $1.00 for trial package ZIPOLA (3–½ oz. dropper bottles).

HIGH CHEMICAL CO. N7
1756 N. Howard St.
Philadelphia 22, Pa.
Inclosed is one dollar for trial package.
Firm.....
Address.....
City..... State.....

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Can you clean this uniform safely?

You've probably found that regular dry cleaning seldom does a satisfactory job on athletic uniforms. Most of them come to you well saturated with perspiration and mud stains which only thorough wet cleaning can remove.

Colored uniforms present additional problems because they may bleed or fade. Colored letters and emblems may bleed onto the uniform itself if not skilfully handled.

The safest and most thorough way of wet cleaning athletic uniforms is with Orvus Extra Granules. Follow either of these simple methods:

Orvus — Acetic Method

Add 3 ounces of 56% acetic acid — or equal strength of other suitable sours — to each gallon of Orvus Extra stock* solution. Proceed with your usual wet cleaning routine or wheel washing, using enough Orvus stock solution to build a good suds. When washing in the wheel, add color setting agent to wash water before putting in garments.

Orvus — Salt Method

Add 1 ounce table salt to each gallon Orvus Extra stock* solution. Proceed with cleaning — either hand scrubbing or wheel washing — in the usual way. For added safety, use color setting agent also in the rinses.

***Orvus Extra Stock Solution**

For hand scrubbing, dissolve 3 ounces of Orvus Extra for each gallon of water. For use in the washwheel, dissolve 12 pounds Orvus Extra in 50 gallons of water.

ORVUS

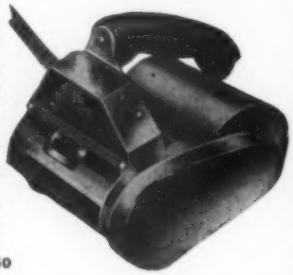
The multi-purpose synthetic detergent

PROCTER & GAMBLE, Cincinnati, Ohio

RELIABLE LUSTERETTE

A "MUST" FOR ANY PLANT THAT HANDLES FURS!

- *It's the Only Truly Portable Fur Ironing and Glazing Machine*
- Just plug in and use; no overhead trolleys, tracks or shafts.
- Can be used in any position.
- Portable, light, compact.



LUSTERETTE, Model L-50, Patent No. 1,979,030. (Wt. 7 lbs.)

Price is FOB Brooklyn, N. Y. $197.50

RELIABLE also offers a complete line of **Fur Cleaning & Fur Storage Equipment.** Estimates furnished upon request at no cost or obligation. If you are planning a Fur Storage Vault, do it the Reliable way.

RELIABLE FUR STORAGE EQUIPMENT CO. DIV.

RELIABLE

RELIABLE MACHINE WORKS, INC.

231 EAGLE STREET BROOKLYN 22, N. Y.

Wyandotte, Mich., works, and James M. McWhirter works manager of the company's Southern plants, it was announced by William F. Mitchell, vice president. The new positions were created, said Mr. Mitchell, in line with the company's current expansion plans.

At the same time Mr. Mitchell announced that Ritner W. Tomlinson, formerly superintendent of the company's plant at Cornwells Heights, Pa., has been appointed superintendent at Calvert City, Ky., and Herman J. Eichenhofer, formerly assistant superintendent for processes at Wyandotte, has been appointed superintendent at Cornwells Heights.

Francis E. Murphy, formerly Wyandotte production supervisor, has been appointed assistant superintendent, processes, to replace Mr. Eichenhofer. Mr. Eichenhofer will work with the company's central engineering department in Philadelphia for the balance of 1951 on development of new processes.

Joseph T. Gormally, previously with the Philadelphia office, has been appointed assistant superintendent at Cornwells Heights and will be acting superintendent until Mr. Eichenhofer assumes his duties there full time.

New Martin Filtercover

A new type of filter cover for its Powderless Selfcleaning Filterstill has been announced by Martin Equipment Corporation. According to the manufacturer, the new "Filtercovers," made of a synthetic material, have a useful life of three years.

Martin has applied for a patent on its method of filter cleaning, accomplished through a degreasing and steam cleaning process which eliminates the use of filter powder and does not subject the operator to perchlorethylene fumes. The company claims that as high as 60 percent of the solvent normally remaining in waste sludge is reclaimed by this method. Martin points out that this reclamation is not only an economy in money but helps to conserve the tightened supply of perchlorethylene.

A 16-page manual on the Powderless Selfcleaning Filterstill will be sent on request to Martin Equipment Corporation, 777 Hertel Ave., Buffalo 7, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

WANTED

TOP FLIGHT SALESMEN

For Eastern New York State, New Jersey, Connecticut and Eastern Pennsylvania

Dry cleaning supply and equipment firm expanding sales organization. Applicants must have thorough knowledge of dry cleaning industry. Write in confidence. Our staff knows of this ad.

Box #4281

National Cleaner & Dyer
304 East 45th Street,
New York 17, N. Y.

What Is Relative Humidity?

by HOWARD J. VETENKO

Chief Chemist
Eaton Chemical and Dyestuff Company

RELATIVE HUMIDITY—how often we hear these two words! In fact, we hear them mentioned every day on the news broadcasts.

Ask anybody what relative humidity means and most of the time the answer will be the amount of moisture in the air. As one would say, it is quite damp today; the relative humidity is 95 percent.

Let us define relative humidity. Relative humidity is the ratio of the amount of water vapor actually in the air to the maximum amount of water vapor the air is capable of holding. In other words, 95 percent relative humidity means the air contains 95 percent of the maximum amount of water vapor the air can possibly hold.

However, there are different amounts of water vapor in the air for the same relative humidity. The reason for the varying amounts of water vapor for the same relative humidity is that the air will hold more moisture at higher temperatures.

To illustrate the temperature and relative humidity relationship, the following tables show the actual water content of a room 10 by 10 by 10 ft. (1,000 cu. ft.) for

KISCO

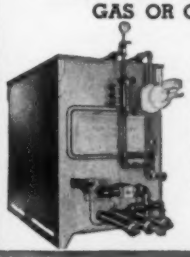
BOILER & ENGINEERING CO.

2414 DeKALB STREET ST. LOUIS 4, MISSOURI

Get Full-Rated Capacity...Plenty of Low Cost Steam with a KISCO-BILT

CABINET BOILER

EXCLUSIVELY DESIGNED FOR GAS OR OIL FIRING



. . . gives you fully automatic steam production. No fireman needed . . . It operates almost entirely without human attention. And because it is automatically controlled it maintains even pressure, uniform water level and steam space at all times, which results in more efficient, more economical operation.

Write for Catalog BC-7

When writing to advertisers please mention The NATIONAL CLEANER & DYER

HERE'S HOW

SOLVINK REMOVES Ink, Rust, Paint and Blood Stains

TRY IT ON MONEY BACK GUARANTEE!

Soak spot 1 to 5 minutes in solution one. Rinse in water and repeat process using solution two. Rinse in water.

You see how *easy* Solvink is to use? No mixing and no waiting; just open the bottles and begin. And, you can use Solvink safely on white or colored fabrics.

½ pint—2 solutions $2.25
For economy—Pints, Quarts and Gallons Available.

Order from your jobber today on money back guarantee

or

Write Dept. N-7 for free sample

YOU NEED SOLVINK COMPANION PRODUCTS

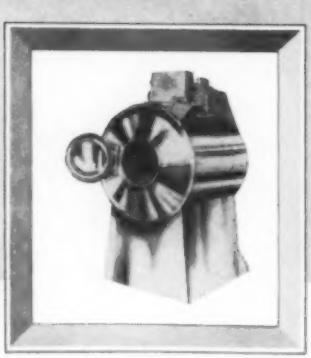
- **TANSOL** for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains
- **SIZ-IN**—Hat Size

GREENVILLE CHEMICAL CO.

Wallace Building Greenville, S. C.

Dependable

IS THE WORD FOR MILNOR WASHERS



MODEL 1W-50 50 LB. DRY WEIGHT CAPACITY

Engineering "know-how," quality materials, rugged construction . . . continue to go into the MILNOR washers to make them the most dependable available on the market today. Built of stainless steel, Milnor washers will give you SPEED . . . ECONOMY . . . LONG LIFE . . . all the qualities demanded of a washer by the self service industry. 25 and 50 lb. dry weight capacity models and the 25 lb. Dual are available in manual, semi or fully automatic models. Sold by leading distributors everywhere.

Pellerin MILNOR CORPORATION
NEW ORLEANS 19, LA., U. S. A.

WRITE DEPT. N FOR DETAILED CATALOG

MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT

relative humidities of 40, 70, 90 and 95 percent at temperatures of 32, 70, 80 and 90 degrees F.

		32° F.	
40%	relative humidity	.....	1.9 ozs. water vapor
70%	" "	.....	3.4 ozs. " "
90%	" "	.....	4.3 ozs. " "
95%	" "	.....	4.6 ozs. " "
		70° F.	
40%	relative humidity	.....	7.5 ozs. water vapor
70%	" "	.....	13.2 ozs. " "
90%	" "	.....	17.0 ozs. " "
95%	" "	.....	18.0 ozs. " "
		80° F.	
40%	relative humidity	.....	10.5 ozs. water vapor
70%	" "	.....	18.4 ozs. " "
90%	" "	.....	23.6 ozs . " "
95%	" "	.....	25.0 ozs. " "
		90° F.	
40%	relative humidity	.....	14.3 ozs. water vapor
70%	" "	.....	25.1 ozs. " "
90%	" "	.....	32.2 ozs. " "
95%	" "	.....	34.0 ozs. " "

What does all of this mean to the drycleaner? It means that during the winter months when the average temperature remains below 40 degrees F., the relative humidity has no significance even though it reaches 95 percent.

During the hot summer months, however, the drycleaner must take special precautions as to the amount of water that is added to the wet stock-soap emulsions. A high relative humidity during the summer months, as shown by the tables above, means there are large amounts of water vapor in the air. Since fabrics such

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SAMSONMITE foam rubber and spring steel **PRESS PAD**
Pat. Pend.

Order these products from your supplier today. You'll get better quality for your customers — bigger profits for you. We also manufacture Samsonmite Extractor Covers and Soap Whips.

8-month guarantee If your Samsonmite Pad doesn't last at least 8 months—return it and get a new one free.

Costs Little More Than Ordinary Pads
$24.95 for 42" press.
Larger sizes slightly higher

Specially interwoven steel fibre base assures

EXTRA PROTECTION . . . LONGER LIFE

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TUMBLER PADS

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1. No need to remove or cover buttons
2. Improve cleaning quality
3. Reduce tumbler friction, static electricity
4. Prolong garment life
5. Reduce customer claims.

FILTER BAGS

CUSTOM MADE in Orlon or Cotton

1. Superior workmanship, finest materials
2. Special stitching for greater tensile strength
3. No shrinkage with Orlon
4. Longer life—fewer shutdowns for bag removal if Orlon is used.

as wool absorb as high as 16 percent of their weight in moisture, the excessive amounts of water vapor in the air will be driven into the wool. Then a 100-pound load would contain 16 pounds or approximately 2 gallons of water.

It is highly improbable that a condition like this will occur. Yet it does show that at all times, when the relative humidity and the temperature are high, garments can and will contain excessive amounts of moisture. The drycleaner should be conscious of this situation and be very careful in the addition of moisture to his drycleaning procedure. # #

Team Awards Win Business

Free drycleaning prizes to high scorers constitute one of the angles by which Nuway Cleaners and Uptown Cleaners of Escanaba, Michigan, capitalize on the baseball and bowling teams which they sponsor. Every home run is rewarded by a dollar's worth of drycleaning, and for the bowling team the same prize is given to the player making high score in a single game or in a series of three games.

According to Melton McGovern, who manages the two cleaning plants owned by his mother, the free-cleaning awards create much discussion among the players and their following. The general public, who watch the games, read about them in the paper or listen to the sport news on the radio, have Nuway's name registered in their minds and remember it when they have cleaning to be done.

This type of sports promotion is especially success-

Now Available!

F. B. C.

DRY CLEANING DETERGENT

An efficient liquid detergent, specifically compounded for the dry cleaning trade. It is the result of years of research for a balanced detergent which would give fast, thorough soil removal at low cost.

This superior dry cleaning product is sold by selected suppliers throughout the world and is available through your former "Ovalclene" distributor.

Telephone or Write Your Distributor for F. B. C. Today!

This product is made in accordance with the improved formula of the dry cleaning detergent formerly manufactured by the Du Pont Company and sold under the Du Pont trade-mark "Ovalclene." However, the Fry Brothers Company takes responsibility for the quality of the product.

THE FRY BROTHERS CO.
Soap Manufacturers Since 1896
1728-46 Dana Ave. Cincinnati (7), Ohio

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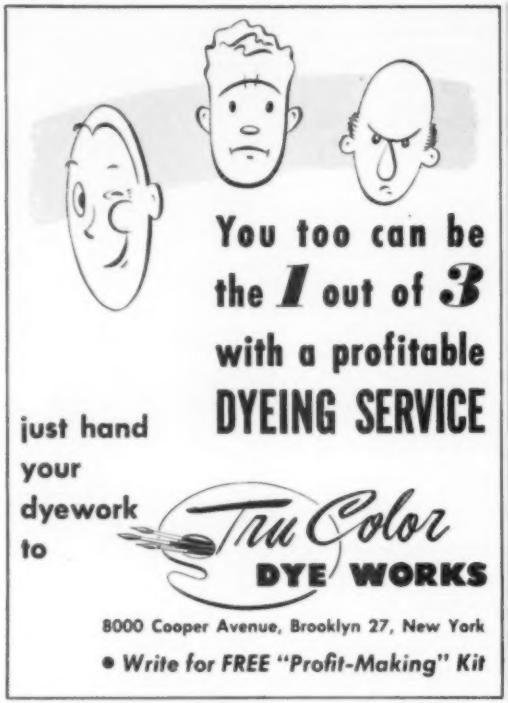

ful, according to Mr. McGovern, in his region where people are recreation-minded. Its use in summer and winter helps keep up an even volume.

Safety for the Small Business

According to the National Safety Council, more than two-thirds of all industrial injuries occur in businesses with fewer than 100 workers. The Council is initiating a campaign to interest small business in the economic and social benefits of accident prevention. It has prepared a booklet, "Safety Pays the Smaller Business," which outlines the cost of accidents in money, morale and public goodwill, and gives suggestions for accident reduction, including a safety check list.

The booklet is being distributed through insurance companies, but single copies may be obtained without charge from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

PEOPLE AND PLACES

Wardrobe Cleaners at Osage City, Kans., has been leased by Mr. and Mrs. Horace Kibbe.

Monty's Cleaners has been opened by Rudy and Doris Monty at 52 Winchester Rd., Campbell, Cal.

Carl Normington has sold his interest in Normington's, Inc., of Wisconsin Rapids, Wis., and opened Normington's Cleaners at Sapulpa, Okla.

New pressing equipment has been installed by Texas Cleaners, Paris, Tex.

Nu-Way Cleaners, Third St., Berthoud, Colo., has been sold by O. D. Mayo and Lloyd Duvall to Raymond Blacker.

Ben Ellis has sold Marlo Cleaners, Holton Kans., to Clarence Willis, and has purchased Ableson Cleaners, Iola, Kans., from Charles Ableson.

A business license has been granted to Camille Brouillard and E. E. Criss for Metropolitan Cleaners, 1443 California St., Redding, Cal.

Duval Cleaners, San Diego, Tex., has installed some additional equipment. The firm is

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operated by M. E. Trevino and Trinidad Soliz.

Modern Cleaners has been established at Hollis, Okla., by H. L. McDowell and Deverl Jones.

Model Cleaners, Rocksprings, Tex., has been leased by Leroy Whitworth to Clarence and Ellis Martin.

Doche & Company, 412 Buchanan, Amarillo, Tex., has completed a plant addition and fur storage vault. The company is owned by partners Fred Doche and Mrs. L. P. Doche. Mrs. Doche's sons, Armon and W. Roy, are office manager and production manager, and Mrs. Fred Doche is secretary-treasurer of the firm.

Tullos Cleaners has moved its main plant from Glendale, Cal., to 8275 Sunland Blvd., Sun Valley. The firm is owned by Leon and Lucille Tullos.

Jimmy's Cleaners, Belton, Tex., has been bought by E. D. Digby. Renamed Digby Cleaners, it will be managed by Vernon Hash.

Mr. and Mrs. Charles Stillie have installed a new cleaning unit in the recently completed addition to Stillie Drive-In Cleaners, Keenesburg, Colo.

Ben Funk, owner of Cherrelyn Cleaners, 4318 S. Broadway, Englewood, Colo., has announced installation of new cleaning equipment.

Acme Cleaners, Greenleaf, Kans., has been sold by Mr. and Mrs. Dale Thomas to Mr. and Mrs. Alvin Bishop.

Palace Cleaners, 1611 N. Portland, Oklahoma City, Okla., has been purchased by Mr. and Mrs. Howard Berryhill. Mr. Berryhill is an NICD graduate.

Alden Williams has purchased the interest of G. M. Dickey in Dickey-Williams Cleaners, 119 W. Tarrant St., Bowie, Tex. Mr. Williams will operate the business under the name of Williams Cleaners.

Jack Simmons Cleaners, Denison, Tex., has been purchased by B. C. Blades.

Owner Victor Merryfield has completed an addition to the plant of Economy Cleaners, Minneapolis, Kans., and installed additional new equipment.

Hitt Cleaners, 410 N. Oak Ave., Mineral Wells, Tex., has been sold by Arza Hitt to Mr. and Mrs. J. D. Hulsey.

Golden West Cleaners, San Jose, Cal., has leased a site at S. Second and San Carlos Sts., where it is planned to build a drive-in plant. The firm is owned by Frank Shank.

Rhodes Cleaners, Deport, Tex., has been purchased by Delbert and Ira Norman from James Rhodes.

Bruce Palmer has closed Palmer's Cleaners, Telluride, Colo.

New distilling equipment has been installed at Ideal Cleaners, Eastland, Tex., by owner Fred Adcock.

Nu-Way Cleaners, Ulysses, Kans., has been sold by Mr. and Mrs. Harold Phillips to Mr. and Mrs. Berton Dubois.

Bon Marche Cleaners, Fair Oaks Ave., South Pasadena, Cal., has opened a branch office at 109 S. San Gabriel Blvd., San Gabriel. The firm is owned by Mr. and Mrs. Leslie M. Brewton.

E. F. McComber, owner of Acme Cleaners, 118 W. Main, Norman, Okla., has installed new cleaning equipment.

BIXBEE RESEARCH DIVISION STREAMLINES "TRY IT YOURSELF" CAMPAIGN ON BEHALF OF REPUTABLE JOBBERS, FEATURING

BIXBEE No. 20,

MARVELOUS FUR AND LEATHER LIFE SAVER

Are fur collars, suede coats, nightmares to you? Bixbee Research has this to say concerning terrific losses to cleaners on burned, hardened, cracking, shriveled furs and leathers:

"Bixbee #20 is the answer to this challenge. The same Bixbee #20 tested by U. S. Laboratories, listed with Underwriters' Laboratories, Inc., used at National Institute of Cleaning and Dyeing.

"YOU may now try this wonderful worry saver on a manufacturer's risk basis. Send one dollar to us. We'll ship, immediately and prepaid, an eight ounce bottle of Bixbee #20.

"Within ten days, if you are not more than convinced that Bixbee #20 will do everything we claim, your dollar will be cheerfully refunded.

"If you DO like Bixbee #20 (and we know you will), we shall then allow you a credit of $1.00 toward the purchase of a full quart of Bixbee #20 at $3.50, making your net cost only $2.50.

"Use the coupon today. Send for your eight ounce, get-acquainted bottle before the offer expires. This bottle may save you compensation cost or loss on a complete fur collar or trim."

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ORDER:

Dear Mr. Bacon:

Inclosed is my dollar, for which please send me the trial bottle of the approved BIXBEE #20.

I understand that if I am not satisfied, you will return my dollar.

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Ask for FREE Window Streamers, Circulars, etc. (Jobbers' Inquiries Invited)

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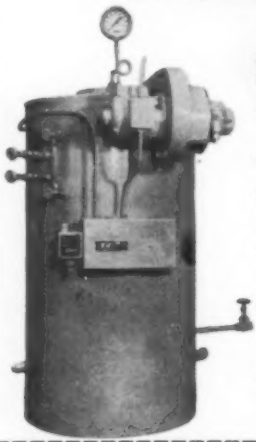
BOILER



FAST STEAMING
Operating pressure in ten minutes.

COMPACT
Requires less floor space.

NO TUBES OR COILS
No more costly shutdowns and repairs.

EFFICIENT
Complete combustion in a furnace designed for efficient heat transfer.

FULLY AUTOMATIC
All controls including low water cutoff furnished.

SIZES 10, 15 and 20 H. P. 100 W. P.
Designed and built to comply with the A.S.M.E. Code.

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Yes,—I am interested in receiving your descriptive folder.

Plant .....
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VALVE TROUBLE?

Woodward Valve Service Will Save Time, Trouble, Money. Send us your leaking valves from vacuum, head, steam spotter or other steam machinery.

We cut new seats and recesses—install new discs and packings.

Vacuum Valves	Approx. $4.00 each
Head Valves	Approx. 3.00 each
Steam Spotter Valves	Approx. 4.00 pair
Puff Iron Valves	Approx. 2.00 each

Reasonable prices on all other steam valves ⅛" to 2 inches. Tested to 100 lbs. pressure. All work guaranteed. Returned immediately.

Woodward Valve Repair
624 Main Street Woodward, Okla.

Dawn Cleaners has been opened by Mr. and Mrs. Al Brown on Main St., Ramona, Cal.

Jess Boon has sold his interest in B-C Cleaners, Waxahachie, Tex., and opened Center St. Cleaners, Bonham, Tex.

French Unique Cleaners, Nash Ave., Terrell, Tex., has been sold by E. F. DuBois to R. A. Weatherford.

A plant addition has been constructed for Compton Cleaners, Julesburg, Colo.

NORTH CENTRAL

A new store front has been installed at Dixie Cleaners, Warrensburg, Mo.

Miss Ann Watt has purchased Ideal Cleaners, 640 Green Bay Rd., Kenilworth, Ill., which she had managed for several years. The business has been renamed Ann's Cleaners.

Roland Olds has moved his drycleaning business at Michigan City, Ind., to a remodeled building with drive-in at 10th and Franklin Sts.

Mr. and Mrs. Gerald Palmer have moved their cleaning business to a new drive-in plant on N. Jackson St., Rushville, Ill.

Thomas Cleaning Company, 518 W. Reed, Moberly, Mo., recently celebrated its fiftieth anniversary. The firm was started as a tailoring establishment by H. W. Thomas in 1901. In 1910 he founded the present drycleaning firm. Mr. Thomas has been joined in operation of the firm by his sons, Lyle B. Thomas, active partner, and H. W. Thomas, Jr.

Owner Louis H. Pierce has announced plans for building an addition to New Aero Cleaners, 6419-21 N. Western, Chicago, Ill. The plant is staffed with NICD graduates.

All new cleaning equipment has been installed by American Cleaners and Dyers, 9 E. Tennessee St., Evansville, Ind. Floyd Woodruff is general manager of the company.

Brown's Rite-Way Cleaners has been opened by Adrian and Phyllis Brown in the Thompson Bldg., Manteno, Ill.

Model Cleaners, Louisiana, Mo., has been leased by Ralph Matthews to Bert Valandingham and Roy Spears, owners of Val-Spe Cleaners. The Model firm was formerly owned by Mr. Valandingham, who sold it about six years ago.

Klean Rite Cleaners has leased space in a building under construction on W. Main St., Arcola, Ill.

Hein Dry Cleaning has been granted permission to build an addition to its plant at Rice Lake, Wis.

Bronson Cleaners, Inc., 1375 E. 53rd St., Chicago, Ill., has been incorporated by Milton B. Bronson and James H. and Richard M. Kohn.

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Insurance at COST!

for Thirty-five Years

"Does your insurance pay you dividends?"

NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE
3820 Washington Boulevard, St. Louis 8, Missouri

Spotless Cleaners plant has been moved by owner Joe Marquette to 214 Locust St., Evansville, Ind. The former location at 1018 Main St. will be retained as a branch office.

Homer and Lucille Hauk have assumed operation of Van Horn Cleaners, 10th St. and Virginia Ave., Mt. Vernon, Ill. The business will be known as Lynn Ann Cleaners.

Marion (Wis.) Dry Cleaners has been bought by Mr. and Mrs. Joseph DiGregorio from Russell Schoen and Milo Wittig.

A new drycleaning unit has been installed by Ben Reiss at Reiss Cleaners, Altamont, Ill.

Vernon and Arvin Reiff have moved Reiff Cleaners to 401 W. Lexington St., Independence, Mo. The Reiff brothers also operate Englewood Cleaners on Englewood Plaza.

Star Cleaners and Launderers, Terre Haute, Ind., has begun operation of its storage vault, located on the second floor of a new building addition. According to Dick Hawkins, plant manager, the new construction has more than doubled floor space at the cleaning plant.

Gregg Cleaners, Inc., has been incorporated by Irma B. Grimm and Kathryn Sahnd to acquire the interests of Gregg A. Mueller in Gregg Cleaners, 200 W. McMillan St., Cincinnati, Ohio.

Stowers Cleaners, E. Main St., Salem, Ill., has been sold by Mr. and Mrs. J. Stowers to Cletis Bollinger.

Quality Cleaners, Rolla, Mo., has been sold by Mr. and Mrs. Lawrence Wingate to Mr. and Mrs. V. E. Sidener.

Demir Cleaners has moved its branch store to the main plant at 1010 Madison St., Oak Park, Ill. Owner Jack Demir has announced plans to expand to occupy the entire building.

Robert Cox, owner of DeLuxe Cleaners, Sheridan, Ind., has installed a new cleaning unit. He also recently purchased the Carmel Cleaning Agency.

Mr. and Mrs. Lee Hill have sold Stanley Cleaners, Okawville, Ill., to Mr. and Mrs. Harry Schmitt.

Ward's Cleaners and Laundry, Joplin, Mo., operated by Robert Daffin, has installed shirt-processing equipment.

DOMINION of CANADA

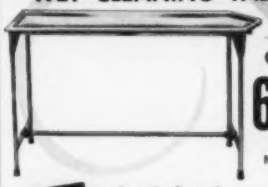
Glenview Cleaners has been opened by Harry Herman at 31 Eighth Ave., New Westminster, B. C., in the new Glenview shopping center.

Wright's Cleaners, 101 Mississaga St. E., Orillia, Ont., has been sold by A. W. Middleton and his son, Mac. The new management will operate under the name of Wright Central Cleaners.

A contract for government dry-cleaning has been awarded to Fort Garry Dyers and Cleaners, Winnipeg, Man.

WHILE THEY LAST!

STAINLESS STEEL WET CLEANING TABLE



ONLY **69.50** F.O.B. NEWARK

ACT NOW

Due to present material shortages and governmental restrictions, the supply of these tables is limited.

Length Overall .....65"
Width Overall .....27½"

- **Built to last a lifetime. Heavy gauge stainless steel top resists all acids. Rugged legs and frame of heavy gauge steel tubing. Rounded corners make it safe for garments. Shipped knocked down — easy to assemble.**

MAIL COUPON TODAY

☐ Please ship.....Wet Cleaning Tables.

☐ Without obligation, please send complete information on CONTIN-U-RAIL.

NAME OF FIRM.....
ADDRESS.....CITY.....STATE.....
YOUR NAME.....JOBBER.....

White MACHINE COMPANY
104 Livingston St., Newark 3, N. J.

CONTIN-U-RAIL OVERHEAD RAIL SYSTEMS

Fittings as low as **75¢**

For Complete and Partial Systems

- We provide the inexpensive patented fittings.
- You provide your own ¾" or 1" ordinary pipe.
- You install it yourself. No machining.

FREE!

Write today for free illustrated folder

BADER PANTS STRETCHER

SEE HOW IT S-T-R-E-T-C-H-E-S

$186.50 F.O.B. Ft. Smith, Ark.

SIMPLE TO OPERATE
SIMPLE TO INSTALL

- **Takes Ladies' and Boys' Slacks as Small as 23" Waist**
- **Makes Scrubs as easy to finish as Dry Cleans**

Would you like to have demonstrated in your own plant, without obligation to you, a Pants Stretcher that any cleaning plant can afford! One that will do anything an expensive Stretcher will do. If so, mail the coupon below today and soon a representative will call at your plant for a FREE demonstration.

C. L. BADER COMPANY, INC.
110 N. 10TH ST. FT. SMITH, ARK.

☐ Please send more information.
☐ I want a FREE demonstration of the Bader Pants Stretcher in my own plant. Of course this does not obligate me in any way.

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NEW! **PUFF IRON COVERS**

Made in all sizes for
EVERY MANUFACTURER'S PUFFERS
High porosity black Nylon
Sewn with nylon thread and hemmed with nylon cord.

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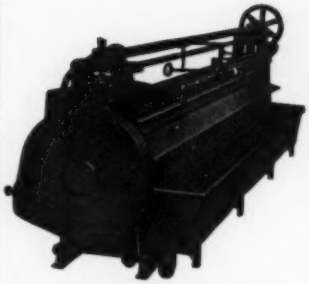

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REDUCES
Labor 70%
Power 75%
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FACTS
Heavier materials
Better materials
Delivers more pressure
Extracts more water
Lower machine cost
Long life
Less maintenance
than other Wringers

BERTSCH & CO.
CAMBRIDGE CITY • INDIANA •

Rand Service Stores, owned by Roddy Choquette, has opened a window-service drive-in at 4869 St. Dennis St., Montreal, Que.

John T. Hutchinson, who recently completed the NICD course, has joined his father, Thomas Hutchinson, and brother, Thomas, in operation of Modern Cleaners and Dyers Ltd., N. Pinnacle St., Belleville, Ont.

Mulligan Cleaners, Tillsonburg, Ont., has been sold by Al Mulligan to Paul A. Schause.

De Luxe Cleaners, Victoria, B. C., has been awarded a government contract.

Trevor Clayton and Frank Lee have begun operation of the new Champlain Cleaners, Orillia, Ont.

SOUTH EAST

Dixie Cleaners, 2005 Rogers Ave., Fort Smith, Ark., has been sold by W. W. Payton to B. B. Bradley and A. B. Taylor, proprietors of Bradley Cleaners, 821 Towson Ave. Mr. Payton will devote his entire attention to his cleaning plant at Barling, Ark.

Paynes Cleaners, Mayfield, Ky., has remodeled and added new equipment.

Modern Cleaners has been opened at Clyde and Market Sts., Bennettsville, S. C., with new equipment. The business is owned by Ed Flowers and operated by A. R. Eskridge.

Franklin (Ga.) Dry Cleaners has installed a new cleaning unit.

A new drycleaning plant has been opened at 3890 Bird Rd., Coral Gables, Fla., by Mr. and Mrs. Harry Cohen.

A new plant has been constructed by Mr. and Mrs. Roy Irvine for Irvine's Cleaners, Hamburg, Ark.

America's Most Used Bleaches

ALL-COLER BLEACH ★
Water safe to all freak, mixed colored and printed dresses.
10 lb. unit $6.50

TEN MINIT BLEACH ★
All White Fabrics in 2 to 10 minutes used in cold water.
10 lb. unit $8.50

★ Accept no substitutes, both bleaches are exclusive products of

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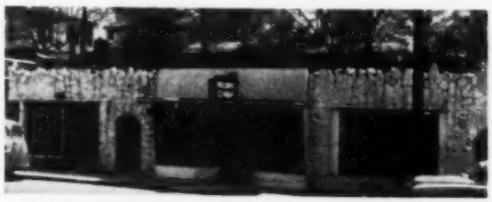

REMODELING PROGRAM at Hillcrest Cleaners, Little Rock, Ark., does not interfere with operations. Front of rustic Arkansas stone has been altered for store space in center—formerly at left corner. Owner Stoddard will plant flowers in recessed boxes under glass front

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JANET NECKTIE PRESS

- Steam Heated
- Fits All Standard Ties
- Easy To Operate

Finish up to 100 ties per hour with this Janet steam necktie press! Eliminates all iron marks, sharp, knife-like edges . . . leaves ties with smooth, rounded edges. Built for long, carefree service. $138.00 ea. F.O.B. MPLS.

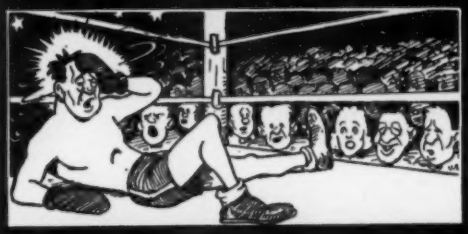
Ask your dealer about the JANET NECKTIE PRESS and GLOVE FORMS or Write

JANET GLOVE FORMS

New electric or steam heated models available for both ladies' and men's gloves. $36.00 ea. F.O.B. MPLS.

SHEDLOV-HEINZ MANUFACTURING CO.
15-B Wilder Street, Minneapolis 1, Minn.

KNOCK OUT CLEANING TROUBLES WITH . . .



SOL-CLAR & BEAU-CLEAN

FILTER & CLARIFYING POWDER — DRY CLEANING SOAP

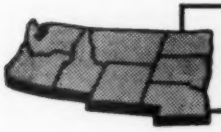
. . . they Give Perfect Results

The advisability of using SOL-CLAR and BEAU-CLEAN has been proved in hundreds of plants all over America. SOL-CLAR and BEAU-CLEAN are a sure-fire combination that eliminate cleaning trouble, insure satisfied customers.

Ask Your Jobber or write

MURPHY SALES CO.

P. O. Box 274, Station A, Atlanta, Ga.



NORTH WEST

Reed Cleaners, Fargo, N. D., has opened its seventh store, on the 17th anniversary of the opening of the first. The new store is at 111 Eighth St. S., Moorhead, Minn.

New equipment has been added by owner Carroll Phagan at Spic & Span Cleaners, Morrill, Neb.

A recent fire at the Kruse and Kruse cleaning plant, Blaine, Wash., caused heavy damage to building, equipment and garments. The fire apparently started in the boiler room.

Mr. and Mrs. Bob Austin and Mr. and Mrs. Max Brocies have announced plans to build a new plant for their recently established Tok Cleaners at Tok, Alaska.

Wardrobe Cleaners, Redmond, Ore., has been sold by Mr. and Mrs. J. C. Line to Jack Hartley and R. B. Coyner.

A. N. Mead, owner of Mead's Reliable Cleaners, Pinedale, Wyo., has installed some new equipment.

Ruby Valley Cleaners, Sheridan, Mont., which was recently damaged by fire, has been reopened after extensive remodeling and redecorating.

Dayton (Ore.) Cleaners has been sold by Mr. and Mrs. Virgil Casebeer to Mr. and Mrs. Merritt E. Hart.

Miles Cleaners, Fairbury, Neb., has been bought by Mr. and Mrs. Mark Malovoz.

NORTH EAST

Vitullo Brothers drycleaning business, 11 Bloomingdale Ave., Saranac Lake, N. Y., has been purchased by George V. Finnegan and renamed Modern Cleaners and Dyers.

Montrose (Pa.) Cleaners has been sold by Thomas and James Harnish to Werdon J. Allen.

The new plant of Uptown Cleaners has been opened on S. Main St., Athol, Mass., by Kenneth L. Abare and Howard A. Shaw.

Glenn Frank and Robert Shoemaker have taken over the Fitz drycleaning establishment on N. Warren Ave., Apollo, Pa.

Louis DeChello, operator of Home Town Cleaners, Water St., Guilford, Conn., has purchased Perry Cleaners, Post Rd. Work will be done at the Perry plant, with the Water St. lo-

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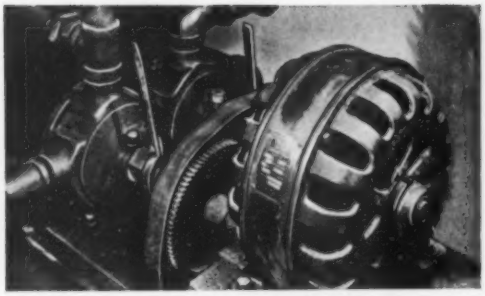

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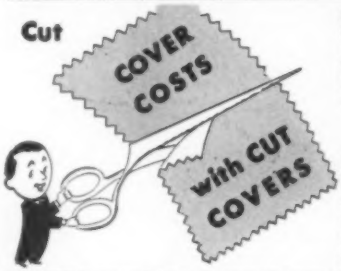

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cation retained as a pickup station.

A certificate for conduct of Penn Shady Cleaners, 234 Shady Ave., Pittsburgh, Pa., has been filed by Jacob Segneff.

NuWay Dry Cleaners has opened a drive-in at 1332 Lee St., Charleston, W. Va.

Seventy prizes were given customers at the new Shea dry-cleaning plant at 473 Harvard St., Brookline, Mass. The firm is owned by Henry J. Shea and Daniel F. Shea is plant manager.

Harry's Cleaners has been opened by Harry Zeichick at 1010 Parade St., Erie, Pa.

George Ingram, who recently purchased Ambridge (Pa.) Dry Cleaning Co., 705 Merchant St., has announced a change of name to Ingram's Dry Cleaning.

Nu-Life One Hour Cleaners has been opened at 166 Summers St., Charleston, W. Va.

Emma Wilson has filed a certificate for operation of Dollar Cleaning Co., 730 James St., Pittsburgh, Pa.

OBITUARIES

Arthur L. Bronsman, 52, operator of Superior Carpet & Upholstery Cleaning Company, East St. Louis, Illinois, died recently after a brief illness. He is survived by his wife, three sons and four daughters.

Lola S. Decker, 67, owner of a drycleaning firm at Los Angeles, California, died May 10. Miss Decker is survived by a sister and a brother.

John M. Hopwood, 67, of Pittsburgh, chairman of the board of the Hagan Corporation and its subsidiaries, died June 8 at Vero Beach, Florida. Mr. Hopwood was also head and co-founder of Hall Laboratories, Inc., Calgon, Inc., and the Buromin Co.

The Hagan Corporation developed automatic control systems for boilers in industrial plants and ships. Knowing the great damage caused to boilers by rust and scale, Mr. Hopwood set up and financed a research program in cooperation with the U. S. Bureau of Mines which found the answer to this problem in an almost forgotten chemical. To permit the widest possible use of the knowledge gained and to continue basic research on problems caused by water, Mr. Hopwood established Hall Laboratories, Inc., a firm of industrial water consultants, and Calgon, Inc., to develop and market Calgon, the water conditioner, and a number of allied compounded products.

The son of a Welsh coal-mine operator, Mr. Hopwood was educated in the classics but showed an early

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interest in technical problems. He came to the United States in 1904, at the age of 21.

Philip Manooshian, 74, co-owner of Star and Ayer Cleaners, Fitchburg, Massachusetts, died May 7. A native of Armenia, he had lived in Fitchburg for 56 years. He is survived by his widow, a daughter and two sons.

Ely Raisher, 69, president of Congress Cleaning & Dyeing Co., St. Louis, Missouri, died May 23 of a heart ailment. He is survived by his wife, two sons and a daughter.

MEETINGS SCHEDULED

August 11 and 12—NICD Alumni Society, Back Home Day, Shoreham Hotel, Washington, D. C.

September 17 and 18—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Chamberlin, Old Point Comfort.

October 19, 20 and 21—American Institute of Laundering, Annual Convention and Small Exhibit, Stevens Hotel, Chicago, Illinois.

October 25, 26 and 27—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Yorktowne Hotel, York.

November 24 and 25—Illinois State Cleaners and Dyers Association, Annual Convention, Pere Marquette Hotel, Peoria.

1952

January 19, 20 and 21—National Institute of Rug Cleaning, Annual Convention and Exhibit, Hotel Statler, Boston, Massachusetts.

February 7, 8 and 9—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, St. Louis, Missouri.

February 16 and 17—Indiana Association of Dyers and Cleaners, Annual Convention, Hotel Lincoln, Indianapolis.

February 22, 23 and 24—Iowa State Cleaners & Dyers Association and **Nebraska** Cleaners Association, Joint Annual Convention, Omaha, Nebraska.

April 23, 24 and 25—Laundry and Cleaners **Allied Trades** Association and Laundry and Dry Cleaners **Machinery Manufacturers** Association, Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.

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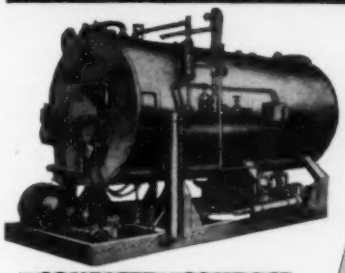

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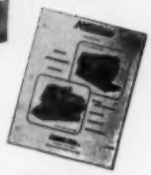

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Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

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CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and **DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

CLEANING PLANTS—All sizes—locations. Excellent selected propositions. **PLANT OWNERS**—We can show you quick action. Have responsible buyers. We are America's foremost brokers. **DAVID JARET COMPANY,** 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 28 years. 4154-2

MODERN GARMENT DYEHOUSE—LOCATION BOSTON. Yearly gross $15,000—$20,000. **PRICE $11,500. ADDRESS:** Box 3950, **NATIONAL CLEANER & DYER.** -2

Established **DRYCLEANING** and **FUR BUSINESS** including vault. All modern equipment in renovated brick block. Gross business $75,000. Upper New England Capital City. **ADDRESS:** Box 4039, **NATIONAL CLEANER & DYER.** -2

Drycleaning plant, synthetic. About $500 weekly volume. Room for expansion. Excellent location. Rent $60. Prices $1.35—$1.50. New boiler, 1950 panel truck. All equipment excellent to new. Will sacrifice for $15,000. $10,000 will handle. Exceptional buy. Advance Cleaners, 810 West Lodi Ave., Lodi, California. 4139-2

Modern synthetic drycleaning plant in Northern California for sale. $50,000 annually, all retail, prices $1.50, and up. Equipment less than 5 years old, reasonable rent. Price $35,000. **ADDRESS:** Box 4170, **NATIONAL CLEANER & DYER.** -2

LAUNDRY AND DRYCLEANING PLANT ON GULF COAST; established over twenty years; sales around $100,000, no encumbrances; room for expansion. Will lease, or sell interest, with or without real estate, to right man qualified to supervise—manage with limited assistance. Apply: Box 4171, **NATIONAL CLEANER & DYER.** -2

SMALL MODERN SOLVENT PLANT MARYLAND, established business located near several government projects. Grossed $25,000 1950. Will sell business with or without building including 6-room apartment. Moderately priced. **ADDRESS:** Box 4174, **NATIONAL CLEANER & DYER.** -2

OKLAHOMA—where cleaning prices are protected by state law. Several choice cleaning and laundry businesses for sale. Wm. O. Bohnefeld, 513 McBirney Building, Tulsa 3, Oklahoma. 4186-2

FOR SALE: FULLY EQUIPPED MERCURY PLANT. SOUTHERN CALIFORNIA. GROSSING $35,000. DRIVE-IN. 50% COUNTER. $45,000 INCLUDING BUILDING AND APARTMENT. $30,000 DOWN. ADDRESS: Box 4190, **NATIONAL CLEANER & DYER.** -2

Modern, fully equipped, solvent plant. 150' x 90', established 25 years, large Northeastern Pennsylvania city, for sale. Annual volume in excess of $100,000 with increased potential. Cold-storage vault included. Owner retiring. Lawrence D. Biele, 1332 Lincoln Liberty Bldg., Philadelphia 7, Pa. 4192-2

COLUMBUS, OHIO, Petroleum solvent plant, modern equipment, good condition, doing approximately $100,000 annually. Six 1949 to 1951 trucks, and retail stores. Two synthetic cleaning machines. Nice buildings, real estate included in sale. Price $75,000 cash. **THOMAS R. NOGGLE,** Broker, 823 Bruck Street, Columbus 6, Ohio. 4191-2

Established modern attractive solvent plant, COLORADO. Large volume—fully equipped. **ADDRESS:** Box 4195, **NATIONAL CLEANER & DYER.** 4195-2

FUR STORAGE PLANT FOR SALE. Established, modern, including buildings. 50,000 sq. ft., capacity 140,000 coats. Gross business $135,000; department store contracts. Lowest insurance rates in U. S. Practically BOMBPROOF. Other exclusive listings. Cleaning and fur storage. For approved buyer only. **FRANK DEUTSCHER,** 16 Court Street, Brooklyn 2, N. Y. PR 2-1332. 4197-2

SANITONE SOLVENT PLANT in northern Michigan, established 1922 under same management. Cleaning plant fireproof, built 1947. Equipment 95% new since 1948, including 2 trucks. Leading cleaner commanding top prices. This sale is one of the finest selection, must be seen to appreciate. Business can be bought separately with lease on property including up-to-date living quarters upstairs. (Reasons, retiring.) Will help to finance to responsible party. Service Shop, Hancock, Mich. 4200-2

For Sale or Lease:—Small drycleaning plant. Building 30 x 60 ft. Hoffman equipment. Only one in town. Now in operation showing good profit. $7,500, or will lease for $25.00 per week. Frankford Cleaners & Dyers, Frankford, Delaware. 4224-2

For Sale—Solvent drycleaning plant in north central Illinois, established 3 years, new modern equipment, 2 new trucks, low rent. $30,000. Address: Box 4225, **NATIONAL CLEANER & DYER.** -2

For Sale—Synthetic plant. Hoffman pressing machine, boiler, extractor, steam iron and extras. Priced for quick sale. Address: Pine Cleaners, 738 E. Center St., Mahanoy City, Pa. Phone: Mahanoy City 1191. 4227-2

Northwest Ohio—Synthetic plant in operation less than six months, intake $200 per week, can do three times this. Ideal for man and wife. Address: Box 4228, **NATIONAL CLEANER & DYER.** -2

Canton, Ohio—plant doing $1,300 per week, four offices, 4 trucks. Plant can easily do $3,000 per week. Address: Box 4229, **NATIONAL CLEANER & DYER.** -2

Drycleaning Plant—central New Jersey. Annual gross about $100,000. Two wholesale routes, two retail routes and plant store located on corner of busy thoroughfare. Equipment: Four washers, two extractors, seven tumblers, seven presses, three trucks, etc. Owner retiring. Buy or lease building. Address: Box 4232, **NATIONAL CLEANER & DYER.** -2

OREGON SOLVENT PLANT—WELL ESTABLISHED. RETAIL. $85,000 ANNUALLY. ADDRESS: Box 4236, **NATIONAL CLEANER & DYER.** -2

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CLEANING PLANTS FOR SALE (Cont'd)

LIVE IN SUNNY CALIFORNIA in beautiful town in San Fernando Valley adjoining Hollywood. Modern wholesale Stoddard solvent plant, equipment and going business $45,000. Long-term lease on property. Write for particulars. N. F. Brunier, Box 92, Highway Highlands, California. 4237-2

OLD-ESTABLISHED NORTH JERSEY SOLVENT PLANT COMPLETELY EQUIPPED. WELL TRAINED, COMPETENT STAFF. AVERAGE ANNUAL GROSS OVER $50,000. NETS $15,000–$18,000 ANNUALLY. $65,000 WITH REAL ESTATE INCLUDING EXPANSION AND INCOME PROPERTY. A GOLD MINE FOR RIGHT PERSON. BOX 4238, NATIONAL CLEANER & DYER. -2

COMPLETE DRYCLEANING ESTABLISHMENT. In progressive central Ohio town. An excellent business town of which 84 percent of homes are owner-occupied. Business is located on downtown main street. Same location for 23 years. Does an excellent business, has six employees. Can be bought with or without 2-story brick building. $10,500. Owner retiring. David A. Macioci, Realtor, 301 W. Wheeling St., Lancaster, Ohio. 4242-2

For Sale or Lease–Petroleum plant, southeastern Ohio. Only Petroleum plant in County. Property included. Has always done quality work, getting $1.30. Terms to responsible party or would consider being silent partner. ADDRESS: Box 4249, NATIONAL CLEANER & DYER. -2

Solvent drycleaning plant. City of 50,000, trading population over 100,000. Located central part Washington state. Established 25 years. 1950 volume over $92,000. Building five years old. No equipment over four years old. Fully equipped Gross cleaning room new last year. Latest productive layout with speed-rails, etc. Equipment and property in excellent condition. Price $60,000. Terms. ADDRESS: Box 4252, NATIONAL CLEANER & DYER. -2

Modern solvent plant and building in western Washington. Only cleaning plant in town. Price $12,000. **ADDRESS:** Box 4255, **NATIONAL CLEANER & DYER.** -2

Most modern solvent cleaning plant in South Florida, East Coast. Strictly retail work–must be seen to be appreciated. Room for expansion. Property optional. **ADDRESS:** Box 4256, **NATIONAL CLEANER & DYER.** -2

For Sale: Modern fully equipped petroleum drycleaning plant and seven stores near New York City. $125,000 yearly. Will give long lease on building or sell. **ADDRESS:** Box 4260, **NATIONAL CLEANER & DYER.** -2

Established solvent plant **INDIANA** county seat, doing $25,000 per year. New boiler, other equipment good condition. Chevrolet truck. Reasonable rent. Price $10,000. **ADDRESS:** Box 4262, **NATIONAL CLEANER & DYER.** -2

ST. PETERSBURG, FLORIDA. Drycleaning. Cash and carry. $18,000 yearly volume. Three employees. Completely modern with new equipment. Illness forces sale. Price only $15,000. P. H. Sattler, Realtors, St. Petersburg, Florida. 4264-2

DRYCLEANING BUSINESS: Located in a growing Colorado town with 9,000 inhabitants which is trading center for large area. Doing excellent business. Reasonable rent on building. Established 40 years. Also, practically new plant in town of 2,000 population. See or write, James L. Wade, Realtor, 105 South Main St., Lamar, Colorado. 4267-2

Solvent plant, $700 weekly gross, going business in Virginia. Two trucks. Hoffman equipment 4½ years old, excellent shape. Other interests reason for selling. Records available. $16,500. **ADDRESS:** Box 4268, **NATIONAL CLEANER & DYER** -2

COMBINATION LAUNDRY AND DRYCLEANING PLANT, old established business, central **CALIFORNIA,** trading area 75,000 population. Chief industries, dairying, fruit and cotton on a large scale. Practically new equipment since 1945. Annual business $100,000. A money maker. **ADDRESS:** Box 4269, **NATIONAL CLEANER & DYER.** -2

DRYCLEANING PLANT: For sale with or without building; good lease; wholesale; also retail outlets. Lively Milwaukee concern. For information write Martin Schreiber, 2521 W. Center St., Milwaukee 6, Wisconsin. 4270-2

Established synthetic plant Detroit suburb. Good business. Low payroll. $1.39 cash and carry. $7,000. **ADDRESS:** Box 4280, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS FOR SALE (Cont'd)

FOR SALE: Solvent drycleaning plant, 70 miles from New York City. Volume over $65,000 yearly. Retail $1.25 and up, 2 trucks. Best reputation in town for 32 years. Price $25,000. Reason for selling, failing health. **ADDRESS: BOX 4272, NATIONAL CLEANER & DYER.** -2

FOR SALE: Synthetic drycleaning and pressing plant, complete $20,000. All new April 1948. Excellent location. Approximately $30,000 yearly gross. Trainum Dry Cleaners, 119 E. Market St., Urbana, Ohio. 4274-2

IDAHO–solvent plant. Established 25 years. Much new equipment since war. Gross $30,000. College town. Plant capable of twice the volume. For particulars write: Carey H. Smith, Moscow, Idaho. 4276-2

Modern cleaning establishment for sale. Equipment practically new, 1950 Chevrolet truck. Uptown location, low rent, in southern Iowa town of 18,000. Good prices. Volume $500 weekly. A steal at $9,000. **ADDRESS:** Box 4279, **NATIONAL CLEANER & DYER.** -2

A-1 OPPORTUNITY–Retiring owner of outstanding laundry and drycleaning business in Southern California, will give excellent terms to qualified buyer. Gross business over $300,000 per year. Write N. F. Liatas, 236 La Arcada Bldg., Santa Barbara, California. 4285-2

CLEANING PLANTS WANTED

WANTED–PLANTS–ALL KINDS–New York, New Jersey, Connecticut. **BUYERS WAITING–LIST YOURS. RICHARD J. MULLER,** Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

CLEANING PLANTS TO LEASE

WILL LEASE OR SELL, large-capacity wholesale plant; have 7 outlets leased out. Wonderful opportunity for aggressive men who know their business or for retail price operators. A. B. Cunningham, White House Cleaners & Dyers, Denver, Colorado. 4204-17

PARTNERSHIP WANTED

PARTNERSHIP WANTED in established business on eastern Long Island. Have small cash with spotting and good management ability. **ADDRESS:** Box 4198, **NATIONAL CLEANER & DYER.** -9

SALESMEN WANTED

WEST COAST SALESMAN calling on laundry and cleaning plants. We want **ONE GOOD MAN** who can add to his line a nationally known, easily sold item. **HIGH COMMISSION RATE.** Replies will be held in strict confidence. Write: Box 4187, **NATIONAL CLEANER & DYER.** -14

Technical salesman to sell and demonstrate drycleaning soaps. Must be free to travel. Give full background, sales experience, drawings and commissions. ADDRESS: Box 3664, NATIONAL CLEANER & DYER. -14

SALESMEN: Calling on drycleaners. We have the **HIGHEST RATED MOTHPROOFING PRODUCT** of its type on the market. Here is an opportunity to add a fast-moving repeat item to your line. Liberal commission. Replies kept confidential. **SIGNAL CHEMICAL MFG. CO., CLEVELAND 4, OHIO.** 4196-14

Excellent opportunity for salesmen and distributors on most attractive line of Dry Cleaner Soaps and Spotters. Protected territory. The A. F. Wolke Co., New Albany, Indiana. 4248-14

Salesman to manage Drycleaning Soap Sales Department of large Chemical Manufacturer. Technical background, sales experience necessary, good speaker. Must be free to travel. Reply in detail indicating salary requirements. Confidential. Address: Box 4230, **NATIONAL CLEANER & DYER.** -14

Salesman wanted, covering laundry and drycleaning jobbers. Carry additional lucrative item already in use in the industry. Write stating territory and background. Address: Box 4246, **NATIONAL CLEANER & DYER.** -14

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

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SPOTTER FIRST-CLASS. Silk spotter with many years practical experience in petroleum solvent plant, capable of assuming responsibility of entire plant operation. Wants steady position with good retail concern. Remuneration expected above average. **ADDRESS: BOX 4199, NATIONAL CLEANER & DYER.** -5

TO THE ALLIED TRADES: CAN YOU USE AN N.I.C.D. GENERAL COURSE AND MANAGEMENT COURSE GRADUATE? AT PRESENT AM GIVING FULL TIME TO MY OWN PLANT. HOWEVER AM DESIROUS TO TRAVEL AND TALK TO SMALL PLANT OWNERS AND HELP SOLVE THEIR PROBLEMS WHILE REPRESENTING AN ESTABLISHED AND REPUTABLE ALLIED TRADESMAN. PREFER CHICAGO AREA AND SURROUNDING STATES, BUT WILL CONSIDER OTHERS. ADDRESS: BOX 4203, NATIONAL CLEANER & DYER. -5

Working Superintendent or Manager—first-class silk spotter with expert knowledge of successful wet cleaning. Capable of taking over complete management, responsibility, and training of help. References, NICD graduate, married, sober and dependable. Prefer position in Florida. Would be willing to invest money in the business. **ADDRESS:** Box 4205, **NATIONAL CLEANER & DYER.** -5

A-1 LAUNDRY—DRYCLEANING SUPERINTENDENT. Can train in every department, pleasant, white, American. Best references, age 45, married, sober, steady. Prefer **SOUTH AMERICA or EUROPE. ADDRESS:** Box 4206, **NATIONAL CLEANER & DYER.** -5

DRYCLEANING SUPERINTENDENT, NICD graduate. Now supervising 70 productive employees. Eleven years experience. Top man for top job at top salary. Address: Box 4244, **NATIONAL CLEANER & DYER.** -5

PRODUCTION SUPERINTENDENT OR PLANT MANAGER, AGE 35, 15 YEARS' EXPERIENCE, all phases of industry including supervising and training new and old employees. Family man, clean habits, can furnish excellent references. Prefer Midwest or California. **ADDRESS:** Box 4266, **NATIONAL CLEANER & DYER.** -5

DRYCLEANING MANAGER, 25 years experience. Can instruct help in all departments. Miami, Florida, preferred. **ADDRESS:** Henry DeSaye, 843 S.W. 12th Ave., Miami, Florida. 4278-5

Could you use good **DEPENDABLE WORKING PRODUCTION SUPERINTENDENT** training help in all departments? First-class silk spotter can save you complaints and supply costs; 25 years' experience, age 46, married, one child school age. Will send photograph and references. State living conditions. Top man for top job with top salary. **ADDRESS:** Superintendent, 124 North High St., Huntington, W. Va. 4263-5

HELP WANTED

Quality Drycleaner needed who can train new personnel in modern quality production of pressing and finishing. The possibilities are here for the right man. Small town West Texas shop. N. I. C. D. member. Good equipment. Living costs average or lower. High, dry climate; mild winters. **ADDRESS:** Box 3930, **NATIONAL CLEANER & DYER.** -7

EXPERIENCED WORKING MANAGER to assist Superintendent of quality drycleaning plant with a view to taking over complete management within few years and possible interest in business. Metropolitan New York City area. Excellent opportunity for man with initiative and intelligence. Replies held strictly confidential. Give full details in first letter. **ADDRESS:** Box 4013, **NATIONAL CLEANER & DYER.** -7

DRYCLEANER AND SPOTTER: Quality essential. Over draft age. Medium-size petroleum solvent retail plant. State qualifications, references and salary expected. Verbeyst Cleaners, Tulane Street, Princeton, N. J. 4075-7

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Advertisers' Index

A

Adco, Inc. ... 69, 70-71, 73
Almore Dye House ... 129
American Brass Co., The (American Metal Hose Branch) ... 130
American Laundry Machinery Co., The ... 41
American Mothproofing Co. ... 32
Ames Iron Works ... 143
Anderson-Prichard Oil Corp. ... 120
Armour & Co. ... 4
Armstrong Machine Works ... 119
Arrow Manufacturing Co., Inc. ... 17

B

Bader Co., Inc. ... 139
Behrstock Company, L. ... 127
Bertsch & Co. ... 140
Bigelow-Sanford Carpet Co. ... 43
Bishop Company, G. H. ... 37
Bixbee Research Division ... 137
Bock Laundry Machine Company ... 143
Bowser, Inc. ... 89
Bussard & Son, R. D. ... 142
Butler Manufacturing Company ... 55

C

Caled Products Co., Inc. ... 85
Calgon, Inc. ... 112
Cissell Mfg. Co., M. W. ... 78–79

D

Daniels, Inc., C. R. ... 141
Darco Dept., Atlas Powder Co. ... 34
Davies-Young Soap Co., The ... 65, 107
Davis Specialties, Inc. ... 19
Detrex Corporation ... 35
Diamond Alkali Co. ... 118
Doctor Boiler, Inc. ... 128
Dodge Division of Chrysler Corp. ... 101
Dow Chemical Co., The ... 95
Drew & Co., Inc., E. F. ... 44–45
Dryco Corporation ... 31
DuPont de Nemours & Co., Inc., E. I. ... 23

E

Eaton Chemical & Dyestuff Co. ... 87
Edwards & Co., Vincent ... 147
Emery Industries, Inc. ... 52–53
Excelsior Machinery Co. ... 13

F

Fabric Laundry & Dry Cleaning Machinery Corp. ... 22
Filtrol Corp. ... 16
Fletcher Works ... 127
Ford Truck Div., Ford Motor Co. ... 5
Fry Bros. Co., The ... 135
Fulton Boiler Works, Inc. ... 138

G

Greenville Chemical Co. ... 134
Gross Machinery Company, Inc. ... 33

H

Haertel Co., Walter ... 143
Hammond Laundry-Cleaning Machinery Co. ... 124
High Chemical Co. ... 131
Hild Floor Machine Co. ... 113
Hopkins Equipment Co. ... 103
Hoyt Manufacturing Corp. ... 104
Huebsch Mfg. Co., Div. of The American Laundry Machinery Co. ... 83
Huntington Laboratories, Inc. ... 137

I

Imperial Laundry Machinery Corp. ... 149
Ingersoll-Rand ... 108
International Harvester Co. ... 26
International Paper Co. ... 9

J

Johns-Manville ... Second Cover

K

Kewanee Boiler Corp. ... 125
Keystone Aniline & Chemical Co., Inc. ... 3
Kisco Boiler & Engineering Co. ... 133
Kohnstamm & Co., Inc., H. ... 142

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Publication date will be October 5, and final closing date for advertising August 31.

L

Lamson Corp., Blower Div. ... 126
Lincoln Bag Co., Inc. ... 64

M

Manitowoc Cotton Goods Mfg. Co. ... 135
Manitowoc Mfg. Div. of Manitowoc Shipbuilding Co. ... 98–99
Martin Equipment Corp. ... 47
Mercury Cleaning Systems, Inc. ... 51
Mersen Products Co. ... 57
Montpelier Manufacturing Co. ... 126
Multi-Clean Products, Inc. ... 143
Murphy Sales Co. ... 141

N

National Cleaner & Dyer ... 8
National Cleaners Chemical Mfg. Co. ... 142
National Indemnity Exchange ... 139
Newhouse Co. ... 125
New York Pressing Machinery Corp. ... 58
Nu-Pro Manufacturing Co. ... 27

P

Para-Lux Products Co. ... 64
Pellerin Milnor Corp. ... 134
Pennsylvania Salt Mfg. Co. ... 91
Permafiber Corp. ... 67
Pittsburgh Tag Company ... 136
Pre-Marked Strip Tag Co. ... 59
Procter & Gamble ... 132
Prosperity Co., Inc., The ... 115

R

Reliable Fur Storage Equipment Co., Div. of Reliable Machine Works, Inc. ... 132
Resillo Co. ... 124
Riverside Manufacturing Co. ... 77

S

Schaub Engineering Co., Inc., Fred H. ... 93
Schirmer-Dornbirer Pump Co. ... 86
Sec-O-Matic Corp. ... 15
Security Fur Seal Co., Inc. ... 138
Shedlov-Heinz Mfg. Co. ... 141
Shields Engineering & Mfg. Co. ... 109
Speare Co., The ... 97
Spix Products Company ... 130
Stadham Co., Inc. ... 140
Starchroom Laundry Journal ... 28–29
Star Service Hanger Division of L. A. Young Spring & Wire Corp. ... 3rd Cover
Stauffer Chemical Co. ... 117
Street & Co., Inc., R. R. ... 7, 49, 61, 81

T

Takamine Laboratory, Inc. ... 129
Tillery Container Co. ... 128
Time Savers ... 136
Titusville Iron Works Co., The ... 88
Troy Laundry Machinery Division of American Machine & Metals, Inc. ... 25
Tru Color Dye Works ... 136

U

Unipress Co. ... 11
U. S. Hoffman Machinery Corp. ... 21, 75, 4th Cover

V

Viking Pump Co. ... 142

W

Wallerstein Company, Inc. ... 10
Warco Laboratories ... 140
Western Laundry Machinery Co. ... 123
Western Laundry Press Co. ... 63
Westvaco Chemical Div., Food Machinery & Chemical Corp. ... 111
White Machine Co. ... 139
Wichita Precision Tool Co., Inc. ... 14
Wilson Chemical Co., A. L. ... 122
Woodward Valve Repair ... 138

Z

Zephyr Laundry Machinery Co. ... 131

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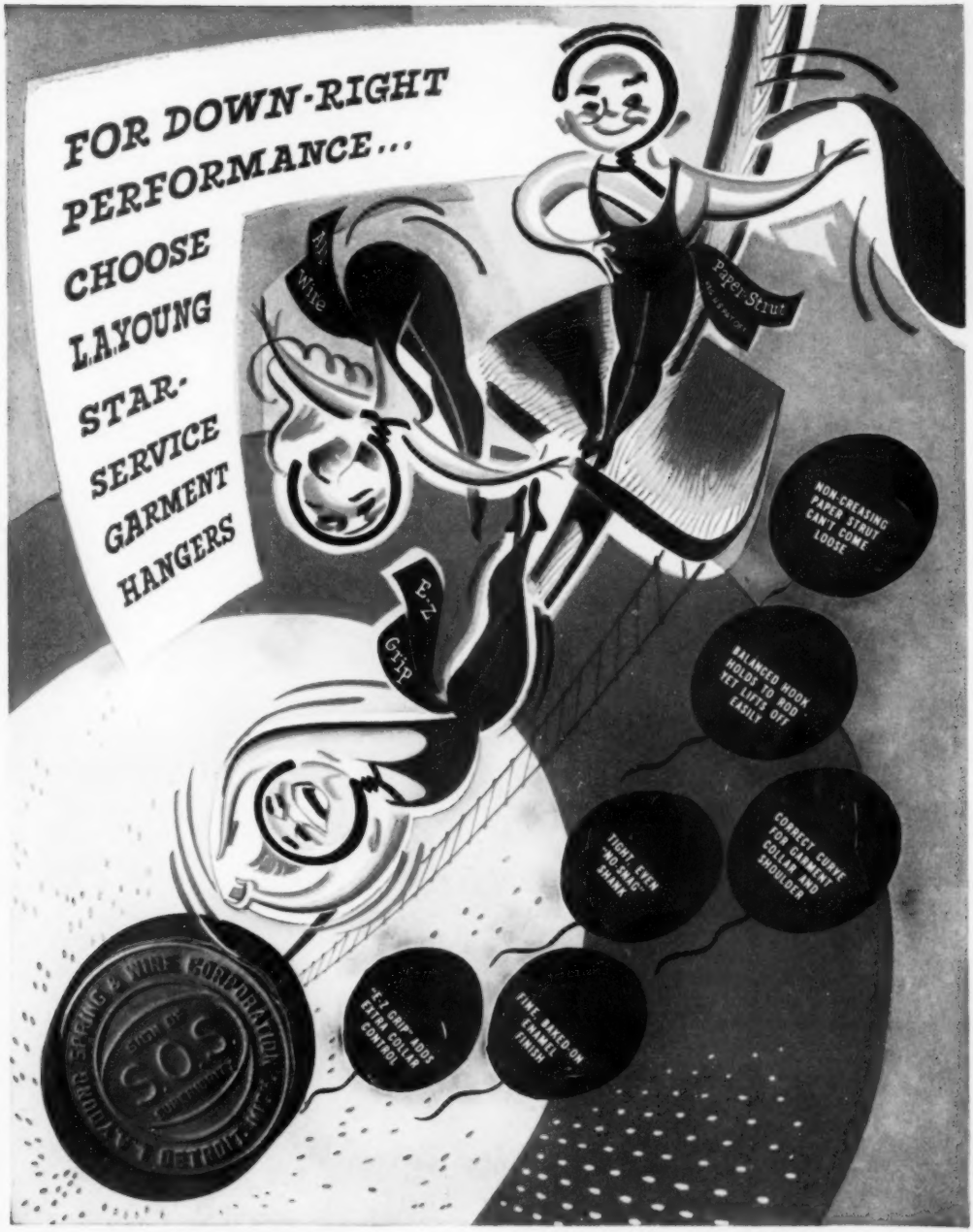

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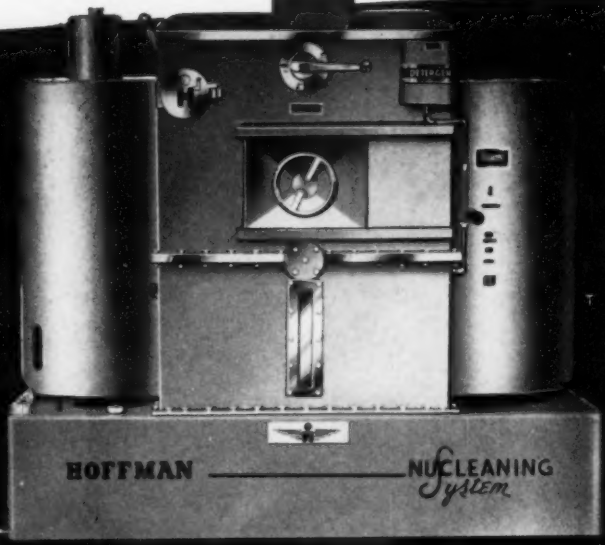

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